

# PRINTERS' INK

*Registered U. S. Patent Office*  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

Vol. CXVI, No. 2

NEW YORK, JULY 14, 1921

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B. A. I. S. 1910 with  
N. W. Ayer & Son



## HONEST ADVERTISING of HONEST CIGARETTES

THE R. J. Reynolds Tobacco Co., of Winston-Salem, North Carolina, about eight years ago said they were going to make the best cigarette in the world. They made it. They decided to tell the world about it. We helped them. When the crowd read those first simple statements of fact they believed them. They were the truth, unemotional, but sterling.

For eight years Camel Cigarette advertising has been the simplest, unvarnished, statement of fact. No pyrotechnics, no ravings, no shoutings, no waving of arms, no bawling in the market place, no soapbox oratory. Just the truth. And my! how folks like it—and Camels.

There is a psychology that unlocks the door of prejudice for every product. Perhaps we can file a key that will unlock the door for you.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK  
BOSTON

PHILADELPHIA

CLEVELAND  
CHICAGO



# A DATA BOOK ON THE FARM MARKET

The Standard Farm Paper Unit has just compiled a new data book which contains complete information on the farm market.

Every advertiser and every advertising agency should have a copy of this compendium of information for all important facts regarding the farm field. With its maps, charts and figures at hand, the advertiser or agency can lay out a farm paper campaign to reach the whole country or any part of it.

The Standard Farm Paper Unit, maintaining 17 editorial offices with an editorial personnel of 88 able men in 13 states, is in position to render the best service to both farmers and advertisers.

A copy of this book may be secured by request on your business letterhead.

## The Standard Farm Paper Unit

The flexible national medium with local prestige

A. B. C. Circulation 1,900,000

**Wallaces' Farmer**  
*Established 1895*

**The Ohio Farmer**  
*Established 1848*

**The Wisconsin Agriculturist**  
*Established 1877*

**Prairie Farmer, Chicago**  
*Established 1841*

**Pennsylvania Farmer**  
*Established 1880*

**The Breeder's Gazette**  
*Established 1881*

**The Nebraska Farmer**  
*Established 1859*  
Lincoln, Neb.

**Progressive Farmer**  
*Established 1886*  
Birmingham, Raleigh,  
Memphis, Atlanta, Dallas

**The Michigan Farmer**  
*Established 1843*

**Pacific Rural Press**  
*Established 1876*

**The Farmer, St. Paul**  
*Established 1882*

**The Farmer's Wife**  
*Established 1900*  
St. Paul

**Hoard's Dairyman**  
*Established 1879*

**Western Representatives**  
STANDARD FARM PAPERS, INC.  
1109 Transportation Bldg.  
Chicago



**Eastern Representatives**  
WALLACE C. RICHARDSON, INC.  
85 Madison Ave.  
New York City

All Standard Farm Papers are members of the A. B. C.

# PRINTERS' INK

*Registered U. S. Patent Office*

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXVI

NEW YORK, JULY 14, 1921

No. 2

## What Advertising Has Done to Make 1921 Victor's Best Year

Development of Product, Work of World's Leading Artists, Sales Plan and Advertising in Unusual Co-ordination

An Interview by Roland Cole with

**Ralph L. Freeman**

Director of Distribution, Victor Talking Machine Co., Camden, N. J.

THE fare from Philadelphia, Pa., to Camden, N. J., is four cents. It takes five minutes to get there by ferry across the Delaware River.

Standing on the forward deck of the boat while it is yet in the Philadelphia slip and looking toward the Jersey shore, one is inclined to think that the city opposite is Victor and not Camden. Victor signs and Victor chimneys are among the first objects that attract the eye. There is little else to Camden, thinks the visitor, but Victor.

In somewhat the same manner one is inclined to feel about Victor advertising during the present year. It appears to be everywhere, in every sort of advertising medium and in the show-windows of every town and city. Not that it crowds other advertising out of notice or actually appears in every advertising medium in the country, but it does appear in a sufficiently large number of them to spread the impression among the people of every community that the Victor company is one of the country's leading advertisers this year.

To what extent is this true? Are there enough people able and ready to buy talking machines and records to warrant the company in pending such a large amount of money in advertising this year when there has been so much reluctance manifested in the buying

of foods, toilet goods, household appliances, automobiles, building materials, tires and clothing?

Is the Victor company actually selling more phonographs and records this year than it sold in any previous year? Are the Victor factories actually going at full capacity to supply the demand being created by present advertising or are the sales now being made merely sales of accumulated stocks, the result of last year's manufacturing activity?

If it is true that the company's advertising expenditure is greater this year than during any previous year, and that its sales are larger, and that its factories are running at capacity to keep up with present orders, at a time when manufacturers in many lines have made cuts in their advertising appropriations and are operating their plants on part time, what lesson does such a situation present to other advertisers?

"The present satisfactory condition of our business," said Ralph L. Freeman, director of distribution of the Victor company, "is due in large measure to the conservative policy of our company, our knowledge of the field and the quality of our product. Our growth has been steady and consistent. Sales for the first five months of 1921 are considerably greater than for any corresponding period in our history. Our advertising appropriation for this

year is greatly in excess of that for 1920, which up to that time was our largest advertising year.

"We are now working a full forty-eight-hour week, and although the number of our employees has been reduced about 20 per cent during the past six months, this has been due to the return of many skilled workmen who left us during the war period for more lucrative employment in other fields. We have therefore been able to increase our production through greater individual efficiency.

"Our factories continued working overtime until May. It will be necessary for us to arrange for a partial shutdown of two weeks some time during the summer, though this may prove difficult, to give an opportunity to make repairs and rearrangements after the long period of intensive production we have experienced.

"Conditions among our distributors and dealers are particularly gratifying. Stocks of cabinets and records are low. We have not had the problem of unusual credit demands to deal with. Our inventory of finished instruments and records comprises only the last few days' output, now in process of being shipped. Our cash on hand has increased by \$2,500,000 since January."

#### OUTPUT FELL TO TWELVE PER CENT OF NORMAL DURING WAR

The full significance of the company's position cannot be comprehended without a glance at the background. The Victor Talking Machine Company was established some twenty-odd years ago and throughout that period has devoted itself exclusively to the making of talking machines and records. Its growth has been regulated, according to Mr. Freeman, to meet the needs of the enduring demand from the public and is not built on an artificially inflated market.

During the war period a very unusual demand set in for talking machines of all kinds from a class of the population which previous to that time had not been considered prospects to any great extent.

With the high wages paid to industrial workers in every field came the ability to buy, and sales of phonograph equipment increased enormously.

Victor sales for the year 1917 were the largest in the company's history up to that time, but its experience during the war differed from that of other large manufacturers of talking machines.

"We took a number of contracts with the Government," continued Mr. Freeman, "for the manufacture of gunstocks, rifle parts and for making and assembling airplane parts, motors excepted. Beginning in 1917, our output of talking machines was steadily reduced and was still further reduced during 1918. When the armistice was signed in November, 1918, our output of talking machines was only about 12 per cent of our customary peace-time production.

"It was not until some time in 1919 that we were able to obtain releases from our Government contracts. By October, 1919, however, we had succeeded in bringing our production of talking machines up to our normal pre-war volume, so that our total sales for 1919 were in excess of those of 1917. Our business continued to increase during 1920 and our total for that year represented an increase of approximately 40 per cent over sales for 1919."

Inasmuch as the abnormal demand for talking machines during the prosperity days of the war has now fallen off, because of much unemployment and lower wages, and Victor sales during the first five months of 1921 are heavier than for the corresponding period of 1920, Mr. Freeman had this to say:

"We attribute the increased demand for our products to the fact that many dealers during the war had experience with other less advertised lines. These merchants are now, we believe, concentrating their investment and sales energies on our goods, with the result that the increased sales at this time are more than sufficient to offset the falling off in demand





## Familiar Packages on the Druggist's Shelves

BECAUSE they are proved goods,  
these products are purchased  
with confidence.



Nujol is handled by practically  
every druggist in the United States.

"Vaseline" is a household word. Borden's  
Malted Milk is the popular choice both at the  
fountain and in the home. Penslar Products are  
on sale today at over 7,000 Penslar Drug Stores.

We prepare the advertising for these and other  
products sold through the drug trade. We  
believe we know this trade—from  
both the retailer's and consumer's  
viewpoints.



If your product is one of quality—  
and does not compete with those  
we now handle—we should like to  
prepare your advertising. We invite  
your investigation of our facilities.

**THE H.K. McCANN COMPANY**  
*Advertising · 61 Broadway · New York*  
CLEVELAND      SAN FRANCISCO      TORONTO



for talking machines in general."

In corroboration of the foregoing statement, Mr. Freeman showed me a quarter-page newspaper advertisement of a dealer operating stores in two Ohio towns, and which appeared about the first of the year. It bore the caption, "Why We Now Sell the Victrola Exclusively," and contained the following statement:

"For the past few years we have handled, in addition to Victrolas, various other talking machines. The shortage of Victrolas, following the mobilization of the great Victor plant for war purposes, made this unavoidable. During this time we have investigated at first hand the merits and the shortcomings of most talking machines. We have studied them with painstaking care, not only in customers' homes, but especially right in our own repair shops. Our experiences have convinced us positively that hereafter we can conscientiously recommend and sell only the Victrola."

Business to-day, in many lines, is poor. Explaining why it is poor has become a popular pastime. Almost every day some new and hitherto unheard-of reason is submitted by this or that observer. Everything from unemployment in this country to widespread employment at low wages in Germany is named as a reason. But a score of concerns, all of them large and all of them national advertisers, are spending more money for advertising this year than they did last and report sales for the first five or six months of this year equal to or in excess of the same period a year ago. Why is the Victor Talking Machine Company, for example, so conspicuously successful during a period when concerns in its own and other lines find conditions bad and prospects discouraging?

The answer is worth a hunt. It is not stretching the truth a fraction of a point to say that Victor is one of the country's most conspicuous advertising successes. Almost from the day the company was established it has advertised extensively in a national way.

Year after year its advertising expenditure has grown in amount until the money spent for this purpose during 1920, according to one statistical agency, placed the company fifth in the list of the country's largest advertisers. This is the more astonishing when it is considered that the Victor product is not a first necessity, and that musical instruments, into which group it falls, stands ninth in the list in a tabulation recently published on product advertising during 1920 in the leading national periodicals. For example, food advertising was heaviest, and in the order named, toilet articles, electrical appliances, household goods, automobile utilities, passenger cars, structural materials, tires and musical instruments.

#### WELL-GROUNDED ADVERTISING POLICY

The amount of money set aside for advertising during 1921 by the Victor company is so much in excess of its 1920 appropriation as to warrant the expectation that a compilation at the end of the present year will show the company to be, if not in first place, at least in second or third. As amazing as this seems, when the nature of the business is considered, still more amazing are the facts that have led up to the accomplishment, for the advertising policy of the company is thoroughly conservative, its finances are sound, its management from the beginning has been in the hands of men of tested wisdom and integrity and at no time in its history has it deviated from the straight line of development marked out for it by the founders of the business, namely, to manufacture talking machines and records of a chosen standard of quality.

Mr. Freeman's statement that the present satisfactory condition of the business is due to the conservative policy of the company, its knowledge of the field and the quality of the product may not sound thrilling on the face of it and an advertising man may be inclined to regard it as somewhat

(Continued on page 122)

*You want Facts—  
Will you help us get them?*

AS a background for our  
recommendation of

# NEEDLECRAFT MAGAZINE

we are endeavoring to collect additional  
facts of actual experiences from advertisers  
and advertising agents.

From results obtained by advertisers who  
have used Needlecraft Magazine steadily  
for some years, we have statistics of un-  
usual value to new and prospective adver-  
tisers. But we need even more. Mr.  
Advertiser—Mr. Advertising Agent—  
won't you tell us the result of your  
experience with Needlecraft Magazine?

WILL C. IZOR  
Advertising Manager



Member A. B. C.

# Order Fright

Salesmen Who Buckle Down to Business Are Finding That All Buying Has Not Ceased

By A. H. Deute

"IT just can't be done. The trade isn't buying!"

Salesmen from all corners of the country and in all lines of merchandise are making this statement.

And they sincerely believe it.

One sales manager listened to this sort of thing for three months and then took his figures for the first three months of this year and found that in spite of the fact that "the trade isn't buying" he actually did half as much business as last year and the year before, when orders were being forced upon the house.

"The trade wouldn't buy," yet the volume was half of what it was a year ago.

This year the salesmen, going around in the same manner they traveled during the past few years, were getting half as much business, and coming in and telling the house that the trade were not buying.

The answer was simply this: The sales force had developed "order fright."

Most of us have felt this form of fright in some form or another. Many of us have had a chance to shoot a fine deer, only to develop a momentary mental paralysis which made it impossible for us to shoot.

There are hundreds of salesmen traveling around the country who get about so close to an order and then recall that the trade is not buying—and "order fright" develops and they stop in their tracks.

It is an entirely mistaken idea that the trade is not buying. Most assuredly the trade is buying. There may be some exceptional line which for some reason or other is out of the running, but people are most certainly buying and selling goods these days.

While it is true that dealers are not forcing orders upon the sales-

men as they did a year and two and three years ago, nevertheless they are buying.

Only, they must be sold. They won't take it away from the salesman any more.

This is what too many salesmen are overlooking. They forget that the selling business is back where it used to be when a dealer had to be sold.

During the five or six years just past, salesmanship has, to a large extent, become a lost art. The title of "salesman" has continued, and many men think they are salesmen when they are nothing but order takers and never have been anything but order takers. It is pretty safe to say that any man who had his first selling experience inside of the past six years is only recently getting an idea of conditions which cause a man to sell goods.

## TOO EASY TO TAKE "NO" FOR AN ANSWER

There are, also, many of the men who were in the selling business before the war, who have learned to forget the conditions which surround the making of a sale.

Now, when these men find themselves interviewing a dealer who throws up his hands and tells them that he never wants to buy another dollar's worth of goods, these chaps believe that he means it and report to the house: "It can't be done. The trade isn't buying."

Sales managers are coming to realize that this is absolutely untrue—that it is the statement of men who should be saying: "I have ceased to be a salesman. I can't get the business."

One sales manager in New York found his sales far behind what they should be. He got his men together. They told him that conditions were such that the

"Fame is harder  
to keep going  
than it is to get."

Getting and  
keeping Fame  
in Brooklyn is  
largely a matter  
of using the  
Standard Union.

R. R. Shulman

trade simply couldn't and wouldn't buy, in spite of everything they could say.

He asked them if they really felt they were salesmen. They assured him they were.

He told them that, as salesmen, their job was to sell the goods, demand or no demand. He told them that the house expected to stay in business and the only way it could stay in business was to sell goods. And he told them, further, that this was no longer an order-taking job but a selling job.

Finally he said to them: "If you fellows are salesmen, you will sell goods. A man who can't sell goods is no salesman. Anybody who can't sell, can't draw pay.

"Sure, I realize that the demand is rotten. If there was any demand we wouldn't need salesmen. We could use girls with little baskets into which the dealers could drop their orders.

"But since there isn't the old-time demand, the line must be sold, and that's why we are keeping you on the job. We can't pay salaries with anything except money coming in from goods sold. We aren't hiring reporters to tell us about conditions. We don't want reports, we want orders. Go out and get them or get off the job!"

This sales manager was in a position where he either had to produce business or lose his own head, so he produced. And much to his surprise, he found that there was plenty of business to be had.

There may not be enough orders lying around to permit of all the individuals to keep traveling who traveled during the past few years, but there is enough business to compensate any man who really can sell.

The day of the real salesman has certainly dawned again.

The order taker is dropping by the wayside. The only thing that is still permitting him to linger is the willingness of some sales managers to believe that orders cannot be had.

There are many articles in news-

papers and business papers which lead the owners of business houses to believe that there is no business. This leads them to accept the statements of their men that orders aren't to be had.

It is only when they find themselves with their backs to the wall and with a realization that once more merchandise has to be sold, that they shake off that disease which we may well call "order fright" and realize that if they would stay in business they must sell goods. And then, when they refuse to listen to excuses any longer, their men get to work. Then they either produce orders or show that they had no right to be called salesmen, and give way to men who can sell.

#### THE CASE OF A MAN SELLING TO GROCERS

A grocery specialty salesman had worked the same territory for some twelve years. In fact, he had introduced the line into his territory when he first began. He had done good work. During the war his house managed to keep up good deliveries. Naturally, he wrote some phenomenal business. He developed tremendous volume. Being apparently a real business getter, he was able to extract from his house a salary commensurate with the volume he was producing. The house felt he was overpaid, but in the spirit of the moment felt that the traffic could bear the salary. The salesman himself, true to type, felt that this volume of his was genuine, not fictitious—that it represented his ability as a salesman.

Some months ago he began to fall off in volume, but there were plenty of newspaper articles and government reports and what not to substantiate his statements that these were only natural conditions and that the trade would refrain from buying until things "got down to normal." His house patiently kept him on the payroll, hoping month after month that he would get back to a profit.

Within the last month or two the rest of the territories began to produce volume. But this one



## To Find the Family

- at their best
- in their home
- united in interest
- with a hundred wants
- with their favorite paper
- that is *opportunity!*

## THE YOUTH'S COMPANION

*For all the Family*

**BOSTON**

**MASSACHUSETTS**

**NEW YORK OFFICE:**

**CHICAGO OFFICE:**

1701 Flatiron Building

122 South Michigan Boulevard



star salesman's territory remained down in red figures. He kept on going the rounds, and the trade kept on telling him that the time for buying had not yet come. He, in turn, reported these conditions to the house.

Finally the house made up its mind that this was a real case of a man being "order shy." He was mentally willing to be turned down. He refused to believe it when his house told him that competitors were getting nice business from that territory.

Then, one day, the credit man went to the president of the company and showed him eleven requests for credit information on their old customers, which competitors were asking. It was plain that their customers were placing orders with competitors and giving the firm as reference for credit.

This was the proverbial straw that broke the camel's back. The salesman was called in. Those credit information slips were shown him. He himself was dumfounded. He had been sound asleep to the situation.

"Now, we have already lost all the business we can afford to lose in your territory, and then some," the president explained to him. "All told, you have probably lost fifty good orders during the last month. We can't afford to pay you war-time salary now unless you can produce war-time volume. It's up to you."

And this salesman shook off that willingness to take "No" for an answer, overcame his feeling of "order shyness," and went out and wrote business. The dealer's "No," instead of being final with him, was nothing more than the signal for some frantic work on the part of the salesman. At the end of the week he checked up. He had made thirty calls. Two of the thirty had bought without pressure. Of the remaining twenty-eight, all said "No" to start with, but of those twenty-eight, twenty-one were turned into orders.

There is also the case of a New York manufacturer who has five

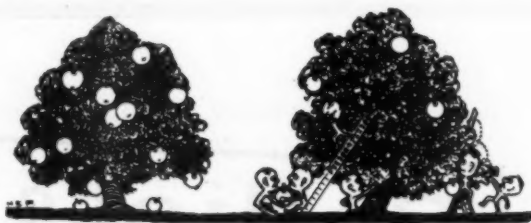
active competitors, about his own size. All six of these concerns are on sufficiently friendly terms that their heads will speak when they meet on the street. And through the gossip which prevails and the information which goes the rounds, it was plain that five of these houses, all being convinced that 1921 would be a year of most cautious buying, decided to operate on a most conservative basis—hold down production—and wait for things to right themselves.

This information caused the sixth manufacturer to decide to adopt a bold course. Instead of holding down, he planned on increased production. He developed his sales force. He planned the most consistent advertising campaign he had ever used. And he turned his men out on the trade with all the enthusiasm that was in him. His men went out full of the idea that business was good—full of energy and life. They went out with evident relish and enjoyment. There was no sign of caution in their manner. They had been told that the dealer would possibly be pessimistic, but that that meant only a little hard work in the overcoming.

While the salesmen representing the competing houses went about cautiously, not feeling especially obligated to their houses for big volume, realizing that their houses were expecting minimum business, the salesmen of the sixth house went out booking business.

It is already evident that this manufacturer will profit tremendously through his competitors' willingness to take a lean year and their highly developed case of "order fright."

All of which leads up to this: There is always business for the real salesman. Sometimes the getting of business is more difficult than at other times, but the salesman at the top can always get it. The real job confronting sales managers this year is to find out how many of their men are salesmen and how many are still suffering from "order fright."



## If Advertisers Picked Apples the Way Some Pick Newspapers

The first man who thought of using a "one paper" list had a wonderful idea, but it wouldn't keep.

Too many other fellows were looking for the easy way.

Easy enough for the fellow handling the copy, but mighty hard on the advertiser who was paying the bill.

The first chap soon found his perfectly good scheme shot full of holes.

Four, five or six other manufacturers, all in the same line as himself, were also advised to "use only the biggest paper in each town."

The result was that the readers of the "biggest" paper were over-sold to a finish on some lines and are to-day.

Five or six tooth preparations in one paper all seeking to divide the patronage of about 100,000 families and not one after the easy picking from about 85,000 reading the other paper, and this applies not only to tooth preparations but to other articles galore. Sensible advertising, isn't it?

Newspaper readers of one paper will not and cannot double their purchases simply because a superabundance of manufacturers urge them to buy, while the entire constituency of the other paper with almost as large a circulation and probably even better as a result producer is left entirely uncovered and wide open to some live competitor who is not quite so gullible as to swallow that "one paper" talk, hook, line and sinker.

Instead of a "one-paper" list being an efficient sales getter, it is, and especially so when used year after year, extravagant and wasteful. Instead of accomplishing the wished-for result of covering the desired field, it is merely an expensive and unsatisfactory duplication of one portion only.

More and more advertisers are finding this out and are either taking up less territory at one time and doing it right or are alternating the list from season to season where there are two big papers as in Buffalo.

### BUFFALO

Is Positively and Emphatically

A TWO PAPER CITY

AND

THE BUFFALO TIMES

82,000 Daily—100,000 Sunday

IS ONE OF THE TWO



If fire wiped out your business to-night, your ability to start again would be determined by one thing.

That thing is the most valuable asset you can have; and in dull times it is more precious than gold. With enough of it "dull times" mean nothing to you.

A. B. Farquhar is very familiar with this powerful business force. Through 65 years he has come to know it as an infallible cure for dull times—the only "sure thing" in business.

In Collier's for July 16 he describes it completely. He goes into details; and in what he says you may get a new view of present conditions.

Also in this issue. "Is There a Buyers' Strike?" a survey of selling conditions by Peter Dumont Vroom, "On Sale Everywhere" a report on what prohibition has accomplished by Samuel Hopkins Adams, fiction by Jonathan Brooks, Arthur Somers Roche, editorials, etc.

# Collier's

THE NATIONAL WEEKLY



## Baltimore Leads as Home- Owner City

**A**CCORDING to a report compiled by Federal authorities and made public by Secretary C. Philip Pitt of the Real Estate Board, over 6,000,000 families in the United States own their own residences and of this number Baltimore leads with 80,426.

And so far, Baltimore is the only city in the country that has made an actual house to house canvas to determine the accurate number of its home owners, all of which emphasizes the thrift and progressiveness of Baltimore and the important place it occupies as well as the leadership it enjoys in many things in the national scheme of affairs.

Simultaneously with Baltimore boasting of its lead as home-owner city, The NEWS and The AMERICAN take pardonable pride in the part they have had in this ownership. Individually and as a unit, these great Associated Press papers are potent forces in this community, exerting a tremendous influence on Baltimore's big buying power. Together they offer an intensified circulation of more than 186,000, daily and Sunday, reaching four or five times that many people and going into practically every worth-while home in Baltimore and Maryland.

*Advertise your products to the Baltimoreans through The NEWS and The AMERICAN! Rate for both papers, 30c daily—35c Sunday.*

### THE BALTIMORE NEWS

Evening, Daily And Sunday

### The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL  
Eastern Representative  
150 Nassau Street  
New York

*Have a web*  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago



# Putting Duckling on the Dining Table Just a Little Cheaper

Organized Long Island Duck Raisers Get Results Which Show That Their Advertising Will Lead to a Greatly Increased Market

By Edward T. Tandy

HAVING got their organization working smoothly and with plenty of experience behind it, the Long Island duck raisers have at last begun to realize their greatest ambition. They are advertising.

More than that, they have registered a trade-mark for Long Island ducks, and though their advertising has been running only about two months and is small at that, they are getting results. Dealers are asking for the trade-marked ducklings.

It has taken them six years to reach this point. To be exact one ought perhaps to say fifteen years. But in the first nine years, though much was achieved in the rearing end, little was done to improve conditions in selling. What has been accomplished in the last six years is certainly inspiring.

These have been six years of hard work, first in selling an idea and then in making it work.

Somewhere about fifteen years ago the Long Island duck men formed the Long Island Duck Growers Association, with the hope of improving their situation. They were producing a table luxury that was famous the country over, fetched a high price at retail and was in demand in every high-class hotel and restaurant. Yet few of them were making any money.

At that time they shipped individually to New York. They had no system of selling. But the wholesale houses had a most effective system of buying. The duck raiser was helpless. Often he felt lucky to sell at all.

In the meetings of their association they talked over improvements in methods of breeding and shared every item of knowledge secured by experiment. But the best they could ever do toward

making the business profitable for them failed to work.

This best was the selection at the beginning of each season of five New York commission houses with which to do business. The concerns chosen were those which had been found fairest. Each grower could decide which one of the five he would deal with and agreed to go to no other house.

But this new selling system proved no match for the wholesale buying system any more than the old lack of any system at all had been. The duck raiser was completely in the hands of the commission men.

## PRELIMINARY TO ADVERTISING

Finally A. J. Hallock succeeded in convincing his fellow duck growers that the only way out was to establish their own commission house in New York. The duck farmers knew that well enough, but could not see how it could be done until Hallock said he would himself take care of it.

Hallock of Speonk was known to every duck grower on the island. He had started as small as any and had become the largest of the raisers. His duck farm was a show place often seen illustrated in magazines and on the screen in the movies.

In 1914 the Farmers Commission House, Inc., came into existence, and practically all the duck farmers on the island took shares. The total number of stockholders now is sixty-one. About ten are not members, but mostly they sell their birds alive to the Kosher houses, and the F. C. H. does not handle live birds, either duck or fowl, and all its ducks must be ducklings, the equivalent of the popular broiler in the chicken market, and not older than ten or twelve weeks.



To-day, through their organization, the duck farmers have formed a steady and reliable market. They have stabilized their selling machinery and their minimum selling price. They have made it worth while to raise ducks. They control their business—and are able to take steps to expand it.

But this was not brought about without a struggle. The first year was the worst. The Farmers



**W**HEN you prepare the menu for dinner, think of Long Island duckling. The delicate, luscious taste of Long Island duckling makes your dinner a complete success. Get it from your own butcher.

COLUMN-WIDE NEWSPAPER ADVERTISEMENTS  
ARE INCREASING SALES OF LONG  
ISLAND DUCKLING

Commission House plan was to put nothing into cold storage if it would sell on the spot, and to sell to the wholesale houses, not direct to the retail trade or consumers except in the case of very large consumers, such as hotel or restaurant chains. But the wholesale houses were not encouraging any such innovations.

The final success was largely due to the courage and determination of the quiet old duck raiser who had promised success and did

not mean to be beaten. In the crisis, when the wholesalers would not buy, Hallock stood by his plan. He bought every bird himself on behalf of the organization, paid the raisers the full price, put the birds in cold storage and took the responsibility of bearing any loss that might follow.

Prices went up, as it happened. Hallock sold out at a good profit. The wholesalers did not renew the fight. The Farmers Commission House was on its feet, and the next year sold more than 700,000 ducklings in New York City and about 140,000 on Long Island and in other markets, an annual total which stood as the record until this year.

It is interesting to notice how the war affected the duck market. In 1917, on account of the many men in the business who had either joined the service or taken up other work than duck raising, the F. C. H. record fell from 20,000 barrels of thirty-five birds each to 17,000 barrels, and the next year it went down to 11,000 barrels, a drop of 315,000 birds, nearly half of the record year, three years earlier.

Courage again was required. It seemed easier to believe this steady drop was due to some fault in the new plan rather than to the war. But the armistice brought the proof. In 1919 the sales on the floor of the F. C. H. rose to 15,000 barrels and the next year went up to 18,000 barrels, while this year it seems likely, it is said, that the sales in New York will be more than 25,000 barrels plus at least 5,000 barrels outside the New York market, and about 1,000 barrels on Long Island, a total of about 1,100,000 birds.

Now the duck raisers are out to increase their market by advertising, just exactly as any producer in full control of his business would do. To enable them to do that still more effectively they have also done as every wise producer does. They have adopted a trade-mark.

Meanwhile they have further completed their scheme of co-operation by a grain association

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for doing their own buying and have an office on the New York Corn Exchange. Better arrangements have also been made for maintaining and improving the quality of the birds. New drakes are bought, some from as far away as China. Few of the breeding ducks are more than a year old.

The question of a trade-mark presented some difficulty. It was easy to design a good trade-mark—a proudly upstanding white duck on a black disk, with the words "Long Island Ducks" below the bird and the letters "F. C. H." (Farmers Commission House) in the space above the duck's back. But it is hard to find a way of marking the ducks other than tagging them.

Ducks are sold wholesale with the head and feet on, but retail without feet and head. Each farmer will attach a label to the neck, with his own name and address on one side and the trade-mark on the other side. It is obvious that the advertising has caused purchasers to look for the label and to ask for it—for many of the dealers are keen to get these labels. A special waterproof material had to be made for them and that has delayed their appearance.

So far the advertising has been limited to New York City territory, the natural market for Long Island ducklings, and up to now nothing like adequately worked. But already the F. C. H. is shipping birds to Chicago, Detroit and other points in the Middle West. The present campaign is merely an experimental one. The Long Island duck men look forward to the time when their ducklings will be nationally advertised, since the market is a national one. But that is for the future. They do not want to build up a bigger demand than they can meet.

"Looking over the market possibilities," said Russell W. Hallock, son of A. J. Hallock, who took up the F. C. H. business with his father as soon as he was back from the war, "there is no reason why duckling should not be as

widely used as chicken. Of course, the market will probably never be anything like as large as the chicken market, but it unquestionably can be a very great deal larger than it is.

"As a matter of fact it is curious that duckling is not much more used than it is. It is extremely popular wherever it is served. Some roadhouses on Long Island have made themselves famous by serving duck dinners exclusively. But there is a too common idea that duck is an expensive luxury, while the truth is that it is just one of the luxuries that is not expensive or at any rate ought not to be, and as a home dish is not so.

"But we have to educate the people to get the Long Island duckling out of the luxury class and put it on the home dining table oftener. That is what we hope our advertising will do. We think we are doing that. Since we started we have heard of several families who had hardly ever thought of duck before and are now buying it as a pleasant variant from chicken. Once we get them to make that change occasionally, we are fairly sure they will get the duckling habit and we shall increase our market, perhaps enormously, in a very few years."

The copy used is dignified in style and wording. At the head is the duckling trade-mark, which forms a very effective attention-getter. Below, in bold-face type, well supporting the black disk with the white duck, and without any other caption than the "Long Island Ducks" on the trade-mark, runs some such paragraph as this:

"Long Island duckling is served at the best-known restaurants and hotels. A dinner of delicious Long Island duckling is completely satisfying. You can order it from your own butcher and try it at home, either for guests or for Sunday dinner."

That is all, and it not only tells the story pretty well, but sells the butcher, too. No name or address is added. But the "F. C. H." is on the trade-mark disk and that is clue enough to the butcher, be-

cause he has been well furnished with notifications of the meaning of those initials, and a neat circular sign with an enlarged reproduction of the trade-mark on both sides of it, has been supplied him to hang in his store.

And the cost of the campaign is borne by the duck raisers corporation, each member being assessed his share. The share is based not on the amount of stock he holds in the company but on the number of breeder ducks he carries. The space which is being used is fifty lines, single column, twice a week, and ninety-one lines, double column, once a week in New York newspapers.

Sometimes it takes courage to get started and still more to keep going until the rough spots are passed. But the way the duck farmers of Long Island have solved their selling problem and put their business on a sound and profitable basis should be an encouragement to all with a selling difficulty facing them. There is always a way.

### Norman E. Horn Will Direct Winchester Advertising

Norman E. Horn, superintendent of sales service for the Winchester Repeating Arms Co., Inc., New Haven, Conn., will direct the advertising activities of that company in addition to his sales service work. The resignation of W. I. Shugg as advertising manager of this company was announced in *PRINTERS' INK* a short time ago.

### Buffalo Lithia Water in New National Campaign

The Buffalo Lithia Springs Co., marketing organization for Buffalo Lithia Springs Water, has been reorganized and will shortly undertake a national advertising campaign. The account has been placed with Cecil Barreto & Cecil, Inc., Richmond, Va. Magazines and newspapers will be used in the forthcoming campaign.

### McGraw-Hill Co. Appoints Malcolm E. Herring

Malcolm E. Herring has been appointed advertising representative at St. Louis of *Electrical World*, *Electrical Merchandising* and *Journal of Electricity*, publications of the McGraw-Hill Co., Inc. Mr. Herring was recently with the Simpson Advertising Service Co., of St. Louis.

### Paint Account for Porter, Eastman, Byrne

The Porter, Eastman, Byrne Company, Chicago advertising agency, has secured the account of the H. M. Hooker Paint & Varnish Company, Chicago, manufacturer of "Delesco" and "Hooker's Quality" paints. Another account secured by this agency is the Mississippi Lime & Material Company producer of agricultural limestone.

### C. J. Watts with "American Boy"

C. J. Watts, for several years a member of the staff of the Green, Fulton, Cunningham Co., Detroit advertising agency, and later with the Meinzinger Studios, Wilfred O. Floing Co., and the Advertisers' Bureau, all of Detroit, has resigned to become associated with the Sprague Publishing Co., publisher of the *American Boy*.

### Palm Beach and Kayser Accounts with Batten

The advertising of "Palm Beach" made by the Goodall Worsted Company, Sanford, Me., will be handled by the George Batten Co., Inc.

The Batten company will also handle the advertising of Julius Kayser & Co., silk gloves and silk and knit underwear.

### O. M. Goge, Sales Promotion Manager of Ingersoll

O. M. Goge, who has been with Robt. H. Ingersoll & Bro., "Ingersoll" watches, New York, for the last eighteen years, first as advertising manager and later as export manager, has become sales promotion manager succeeding Phillip S. Salisbury.

### Benjamin Electric Account with McCutcheon-Gerson

The Benjamin Electric Mfg. Co., Chicago, maker of Benjamin electrical devices, industrial illumination reflectors, etc., has appointed the McCutcheon-Gerson Service to handle its advertising.

### Boston "American" Advances C. I. Putnam

C. I. Putnam, who for the last seven years has been the New York representative for the Boston *Evening American*, has gone to Boston as manager of national advertising for that newspaper.

### Harry H. Lee with Stanford Briggs

Harry H. Lee, artist and illustrator, has joined the staff of Stanford Briggs, Inc., New York, advertising art.

City  
Population  
1,823,779



Seal of Philadelphia

Separate  
Dwellings  
396,000

# Philadelphia

The third largest market in the U. S.

Irving S. Paull, Director, Advertising and Analysis, Pettyjohn Pure Products Co., in a careful analytical article on advertising and distribution, printed in the June issue of "The American Press," sets forth some findings of vital value to manufacturers who seek distribution and sale of their commodities.

The following extract from his article applies with particular force to the Philadelphia situation:

If we want to increase the flow of our particular product through the retail merchant's store, we must do more than urge him to make a special effort on the sale of our goods, and we must do more than show him a campaign of national advertising as a reason for stocking heavily with our merchandise. We must create a suction of demand in his own community, to draw the products out of his store, and thereby create a vacuum to draw more goods through the channels of distribution to supply a steady demand. This means that we must intensively cultivate community markets through sensible co-operation with the retail merchants upon whom we depend for the final distribution of our products. The most readily available facility for this purpose is the dealer's local newspaper, established in response to the demand of readers who constitute the community in which he finds his market."

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

In  
Philadelphia  
nearly everybody  
reads the  
Bulletin

## The Bulletin

Net paid daily average circulation for  
May, 499,158 copies a day.

No prize, premium, coupon or other artificial  
methods of stimulating circulation are used by  
The Bulletin.

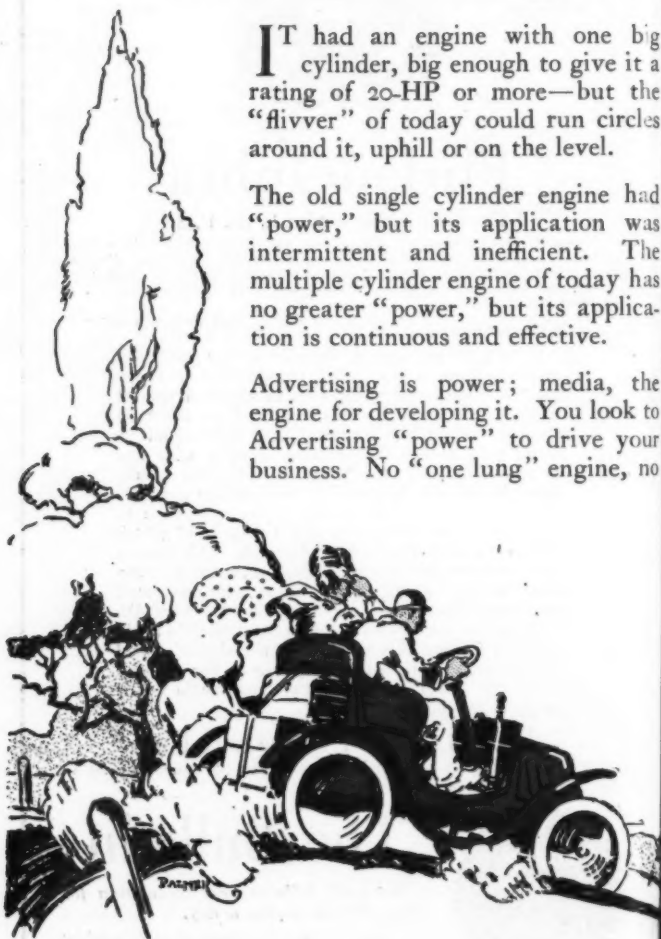
The Bulletin's circulation is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

## Remember the old "one lung"?

**I**T had an engine with one big cylinder, big enough to give it a rating of 20-HP or more—but the "flivver" of today could run circles around it, uphill or on the level.

The old single cylinder engine had "power," but its application was intermittent and inefficient. The multiple cylinder engine of today has no greater "power," but its application is continuous and effective.

Advertising is power; media, the engine for developing it. You look to Advertising "power" to drive your business. No "one lung" engine, no



**THE ASSOCIATED BUSINESS PAPERS, INC.**  
With 122 member papers reaching

matter how big, will do it effectively. You need that multi-cylinder engine, the "Business Press"—papers that reach the real factors in sales problems—jobber, dealer, merchant, manufacturer, executive, engineer, contractor.

There is practically no business that can be driven effectively by an engine with an "individual consumer" cylinder only.

With 122 member publications of the Associated Business Papers, Inc., reaching 53 distinct fields, there is an appropriate medium for each market. No other medium or group of media is so carefully read and relied upon by the real buyer as the Business Paper of his own field.

At A. B. P. Headquarters there are analytical data on markets and appropriate Business Papers. This information is freely furnished to advertisers and agencies.

# A. B. P.

*"Member of The Associated Business Papers, Inc.", means proven circulation, PLUS the highest standards in all other departments.*



Headquarters 220 West 42d Street • NEW YORK  
53 different fields of industry

# CHICAGO

## The 13th "State" in the Union

As a *city* Chicago, with a population of 2,701,705, ranks second in the United States and fourth in the world.

As a "*state*" the population of Chicago is greater than that of Wisconsin—the 13th state in the Union.

You cannot imagine covering the state of Wisconsin—or any of the 35 smaller states—with one newspaper.

Yet you *can* cover the dominating, buying majority of Chicago through the newspaper that concentrates 94% of its 400,000 circulation upon that one productive market.

What would it mean to you to be able to reach 7 out of every 9 English-speaking persons in any of 36 states through a single advertising medium?

That in reality is what you accomplish when you reach 7 out of 9 of the Chicago English-reading public through The Chicago Daily News.

Chicago is more than a city. It is, from the advertising as well as the population standpoint, a "state"—a market of inexhaustible possibilities—a buying center whose influence is felt throughout the entire country.

And in this regard it is unique: that it is a "state" that can be covered thoroughly and economically through a *single* advertising influence.

## The Chicago Daily News

*First in Chicago*

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# Preparing the Export Salesman for the Field

Some Methods of Manufacturers Who Are Giving the Men the Support They Need

By Walter F. Wyman

Sales and Export Manager, The Carter's Ink Company

**JOHN CHAPMAN**, that veteran of the export road, once wrote out of his long experience and out of the fullness of his heart, "The number of export salesmen who succeed in spite of the export department's failure to equip them properly for their journeys, makes me proud of the ability of my fellow-travelers."

There are two contributing causes to the failure to equip export salesmen properly. The first is that the subject has not been openly discussed, and even in textbooks it has been all but overlooked. The second, and perhaps the more powerful cause, is that properly to equip the export salesman involves a great deal of work, largely of routine nature, and at a time when the export executive has a right to be mentally and bodily tired from his efforts to keep his regular export schedule moving slowly while training a new salesman for the foreign field.

There are certain developments as a result of experiments which the writer conducted many years ago that have proved their value. Two of these have such manifest advantages that they are given here as freely as they have been guarded carefully until their worth was proved by practice in many markets to be all that the surface indications would prophesy.

The first of these two mechanical steps in preparing the salesman for the field is termed, "Prepared-in-advance Call Sheets." Their use can be recommended safely because the one favorable experience has been duplicated and triplicated by the experience of the few close friends who have been given the plan in its entirety and who have adopted it throughout territory in which their "di-

rect from headquarters" salesmen operate.

The fundamental purpose behind the prepared-in-advance call sheet is to render a sales service to the salesman. It will be seen to be a convenience and a time-saver, but these economies of the salesman's time and effort are a minor factor compared to the means they supply the export executive to convey his best sales suggestions at a vital moment. If this phase of its use is neglected, it becomes merely another burden-remover. Viewed in this aspect, the value of the prepared-in-advance call sheet depends upon the ability, and ability to use ability, of the export executive.

The prepared-in-advance call sheet is a form printed on bond paper. At the top it bears the salesman's name and the company name for easy identification. There are designated spaces for the name of the customer or prospective customer, street address, post office box, city, country and date of salesman's report. This is in the heading.

## WHAT THE SHEETS CONTAIN

On these five-by-eight sheets there is typed (with three carbon copies) in addition to the customer's name and address, a summary of all information possessed by the exporter. If the call sheet describes an actual customer, it shows his purchases in every year, analyzed by products. It shows discounts, special prices and exact terms of sale. In another column it gives the vital facts about the customer as gathered from credit reports, references, letterheads and brother exporters. If there has been a limit set by the credit manager, this is recorded. If there is any special matter to be



adjusted—such as damaged stock or goods shipped or ordered in error—the prepared-in-advance call sheet serves as an admirable place for a reminder. Overdue accounts are frequently noted for collection.

But the important part follows the noting of these facts on the call sheet. After all this information has been entered by clerks on the sheets, the export executive goes into a solitary conference surrounded by all data available on the territory to be covered by the salesman on the customers and prospective customers in the territory. On the third carbon copy he pens his selling instructions, based on his diagnosis of the tasks which he feels most important for the salesman to accomplish.

Because of certain possibilities in production the export manager may indicate on many sheets (where the line of business of the customer or prospect indicates an opening) the featuring of a product other than the one the salesman would select as a leader. Because of the profit involved on another specialty other customers might be offered special quantity prices because their credit reports had shown capacity to absorb an unusual amount. These are but indications of the many forms of sales direction made possible by the use of the prepared-in-advance call sheet.

After the sales executive has completed his comments and instructions on individual customers and prospective customers he turns to an even more important task. For there are call sheets for each city and for the entire country. These show not only customs tariffs and commercial travelers' license fees, for example, but are used by the export executive to lay out the sales plan of each division, indicating the desirability or undesirability of agency treatment, sampling or local advertising campaigns, or need of a local assistant in visiting consumers in behalf of dealers.

When these comments have been made in pen and ink the re-

maining three copies (original and two carbons) are returned to the stenographers, who add to these three copies the sales executive's sales directions. One carbon copy is retained by the export manager, one copy is carried by the salesman, while, for greater safety, the remaining copy is mailed, city by city, to be held for the salesman's arrival.

#### IMPORTANCE OF SAMPLES

The great majority of exporters, both novices and veterans, are correct in the samples which they supply for their salesmen. Pride in conduct, domestic practice and the obvious preference of any buyer for a sample as against a description or illustration explains the practically perfect percentage of correctness in this highly important matter. The usual fault—as seen by the salesman and by the watchdog of the treasury—is to give the salesman too many samples on his first trip. This results in excess baggage, extra luggage with attendant first expense and need of attention by the salesman, and now and then delays and extra expense in passing through customs.

But, unless carried to a ludicrous extreme, the fault is only in the eyes of the salesman and those who watch his expense account without knowledge of the relative value of expenditures. Many salesmen who have cut down on their samples have later returned to the original or an enlarged assortment. There is a sales value in samples, even in lines that are not sold freely, because the wide variety frees the dealer from a feeling that he has no choice. It also, as has been proved in many cases, magnifies the maker's importance in the dealer's eyes.

There is usually only commendation in the way American manufacturers pack these samples. It is obvious that just as a good jewel deserves and repays a good setting, so articles of quality should not be displayed in any but suitable surroundings. The expense of the best made sample

cases, trays, racks and trunks is one that will bring dividends.

Whenever size or nature of products prevents the use of actual samples, models or miniatures of the original, hand-colored photographs on sheets eighteen by twenty in a specially made brief case type of holder will be found a decided aid to the salesman. This method of presenting a reproduction of articles offered is especially coveted by agents whose salesmen have many lines to present and to whom actual samples are often a real burden. They are highly applauded by "combination export travelers." They have a real place in the equipment of the salesman abroad.

It is well to bind the loose type-written sheets or letters of instruction in a permanent binder, reserving a duplicate carbon copy for the export manager's desk. While loose-leaf binders offer convenience, for this one purpose it has been found that the com-

pactness, security and permanence of the book-binder's method has been best in service.

This book at its best contains all vital information not included in prepared-in-advance call sheets. Cable codes, tables of freight rates, copies of invoices, competitors' prices, exposition of policies, the salesman's route by dates, agency arrangements, if any, in force, specimen agency contracts, special prices to be offered in certain contingencies—these few items show the possibilities of this book.

Each year sees some new refinement in the preparation of the salesman for his overseas field. The outstanding development of recent years in the line of equipment is the portable motion-picture projector. This tremendous sales weapon and its many uses form to-day one of the most important of selling adjuncts. Unquestionably, in the long to-morrow of export sales endeavor it

# **The George L. Dyer Company 42 Broadway New York**

**Western Offices  
76 W. Monroe St.  
Chicago**



## **Newspaper, Magazine and Street Car Advertising**

### **Publicity and Merchandising Counsel**

will become, with the folding typewriter, an item of standard equipment.

When an exhaustive treatise is written upon the minor, as well as the major, matters which relate to the equipment and preparation of the overseas traveler, undoubtedly chapters will be included which will deal with the salesman's health, just as thoroughly as other chapters will deal with the mechanical fields: The good export executive realizes the necessity for the obvious forms of protection against typhoid and smallpox. Innoculation and vaccination form a definite part of the preparation of the export salesman for the field.

It seems hardly necessary to mention the matter of funds for salesmen. Whether these be in the form of letters of credit, money orders or travelers' cheques of various types, the one point which should never be overlooked is that the salesman in order to do good work must be entirely free from the worries which inevitably accompany inadequate, inaccurate or unprotected financing. One excellent practice is to have funds waiting for the salesman at one or more points on his route, so that in case of cable difficulties the salesman at all times knows that he is going toward money rather than away from funds.

In preparing the salesman for the field the four most important things to perfect are his catalogue and price list, his samples, his prepared-in-advance call sheets and his salesman's book. This, plus a thorough physical examination, are prerequisites—if the best methods are to be accepted.

### Chicago Hotel Will Advertise

The E. H. Clarke advertising agency of Chicago, has secured the account of the Somerset Hotel of that city. The advertising will be placed largely in newspapers.

### Joins New Orleans "Item"

J. M. Black, formerly with the Indianapolis News, has been appointed manager of the classified department of the New Orleans Item.

### F. L. Roselius Joins Street & Finney

F. L. Roselius, who from 1914 until 1919 was president of the Kaffee Hag Corporation, and who for the last two years has been head of Roselius & Co., manufacturers' agents, has joined Street & Finney, Inc. Prior to the time of his connection with the Kaffee Hag Corporation as organizer and president, he had been with S. Stein & Company for twelve years.

Ralph Boal, who has been engaged in copy work, is another addition to the staff of this agency.

### Will Represent "Woman's Home Companion" in New England

Daniel W. Ashley, who has been connected with the advertising staff of The Crowell Publishing Company of New York since 1916, has gone to Boston, to take charge of the New England territory for *Woman's Home Companion*. He succeeds Leon P. Dutch, who has resigned to enter the agency field.

### Charles P. Catlin with Remington Arms Company

Charles P. Catlin, recently jobbing sales manager of Oneida Community, Ltd., Oneida, N. Y., has become manager of sales promotion of the cutlery division of the Remington Arms Co., Inc., New York.

### K. H. MacQueen with Bearings Service Company

K. H. MacQueen, formerly a member of the firm of Bushnell, MacQueen & Bushnell, Detroit, advertising agency, has joined the Bearings Service Company, Detroit, as assistant to the general manager.

### T. L. J. Klapp in Partnership with A. W. Allen

T. L. J. Klapp, for several years associated with A. W. Allen, Chicago newspaper representative, is now a partner in the firm, which will be known as the Allen-Klapp Company.

### John G. Curley with Detroit Agency

John G. Curley, who has been engaged in advertising art work in Chicago, has joined the Francis Advertising Agency, Detroit, as manager of the art department.

### "Town and Country" Appoints Sweeney & Price

Sweeney & Price, publishers' representatives of Boston, have been appointed New England representatives for *Town and Country*, New York.

March A.B.C. for city was 73,337. The circulation grows as the city grows.

First  
Five  
Months  
1921

{ Daily average circulation  
City and County. **73,584**  
Grand Total... **120,369**

YES 75c TO \$1.00 A MONTH { **THREE CENTS**  
OR 13c A WEEK

*Is there such a thing  
as a one paper town?*

**FIGURE THIS!** U. S. Census gives Indianapolis population as 314,194. The American Association of Advertising Agencies sets 4.1 as number of people in family. This means 76,600 families in Indianapolis. Deduct the small percentage of illiterates and non-readers. Then compare with the last city A. B. C. figures of The News—73,337. Doesn't this indicate that here at least is a "one paper town"?

Wasn't the president of one of the largest New York advertising agencies about right, when he said two weeks ago, "Any agency going into Indianapolis without The News, the backbone of its campaign, is an extremely daring institution?"

## The Indianapolis News

USE NEWSPAPERS ON A THREE-YEAR BASIS

New York Office  
**DAN A. CARROLL**  
150 Nassau Street

**FRANK T. CARROLL**  
Advertising Manager

Chicago Office  
**J. E. LUTZ**  
First National Bank Bldg.

# VIVIANI

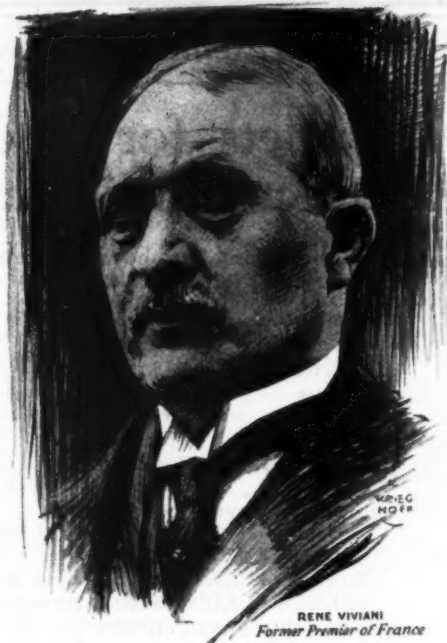
Former Premier of France  
has joined the editorial  
staff of the Philadelphia  
**PUBLIC LEDGER**

**M.** VIVIANI will work in close connection with the Paris correspondent of the Public Ledger Foreign Service, Wythe Williams, and with Col. E. M. House, who is also a member of the Public Ledger staff.

With such *authoritative sources* the Philadelphia Public Ledger is able to offer a news service unsurpassed by any newspaper in America or Europe.

# PUBLIC

The staff of the Public Ledger has been called as brilliant an array of notable journalists and publicists as any single newspaper has ever brought together,



The weekly dispatches by  
M. Viviani are syndicated  
by the Public Ledger to  
many newspapers through-  
out the United States.

# LEDGER

PHILADELPHIA

CYRUS H. K. CURTIS, *Publisher*

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## *Try it out in Representative Milwaukee*

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# Busy Outlets for Your Product in Milwaukee

The following list shows the number of retail stores in Milwaukee:

Auto Dealers	177	Men's Wear	84
Grocers	2020	Furniture	77
Confectionery	245	Cigars and Tobacco	72
Drug	245	Cloaks and Suits	72
Shoe	199	General	48
Dry Goods	182	Stationery	42
Clothing	136	Electrical	33
Jewelry	129	News Dealers	23
Musical Instrs.	99	Notions	23
Hardware	91	Paint, Oil, Varnish	22

Business is good among these progressive merchants. Milwaukee is prosperous. Are you selling your quota in this thriving financial and industrial center? The Journal's Market Surveys in relation to various products will point out the way to increased sales and increased profits in the Milwaukee-Wisconsin Market.

Milwaukee is a big city. But it is covered by one newspaper, reaching daily 4 out of 5 of the English-speaking population. That's why it is so economical to "Try It Out In Representative Milwaukee."

## *The Milwaukee Journal*

*FIRST—by merit*

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York Chicago San Francisco

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# How Many Kinds of Copy?

Forty-two Subdivisions Are Noted by This Investigator

## By an Agency Copy Chief

OF course the pattern employed is only a small part of the work of writing copy. At the same time there is often one form of construction which is far better than another to convey a particular line of thought.

In the following list the attempt is merely to gather together some of the different ways in which copy can be constructed. The average advertisement is many-sided—has combined in it several of the elements listed here. This list may not help to get basic copy thoughts, but it has been found useful by several writers who want to keep fresh their approaches when it comes to actual writing.

It is not claimed that this list of patterns is complete. Nor is the sequence of the forms an index to their relative merits.

1. *Reason-why.* The name of this type explains its construction. Example: Quaker Oats.

2. *Impressionistic.* This form is mentioned as the opposite of Reason-why. Reason-why is essentially an appeal to the head. Impressionistic copy might be said to work more upon the heart. It seeks to build up a "feeling" for the merchandise which will lead to sales rather than putting the reader through mental gymnastics to accomplish the same result.

3. *Sales Talk.* We have in mind a free and easy style of copy which is patterned upon the conversation which a good salesman might give across the counter.

4. *Institutional.* The copy here confines itself to the "house." The reader is expected to infer that the standing of the house is ample evidence as to the standing of the merchandise itself.

5. *"How to Use It."* Here the copy jumps the gap of selling you the merchandise and pictures instead the satisfaction you experience in using the article. The inference that the product is so

good that you would not think of buying anything else makes this form of copy very strong.

6. *Mechanical.* This includes straight technical advertising. It also includes many advertisements on non-technical products—those where the addition of a mechanical or semi-mechanical feature lifts the goods above competitors. When the clip on Waterman's Fountain Pen was new, that feature deserved special attention in Waterman advertisements. When the autographic feature was added to Eastman Kodaks, the same procedure was advisable. Sometimes exclusive machinery and patented processes are worth giving attention, even on the commonest forms of products.

7. *Personification.* The granddaddy of this type of copy is "I am the printing-press." Sometimes intimacy is secured by referring to the product as "he" or "she." This is best done where the product appeals particularly to one sex. Of a cigar, for instance, it might be said that "you will enjoy his fragrance, etc."

8. *Follow-the-Leader Copy.* The line of reasoning here is something like this: Everybody is doing a certain thing. Therefore you must do it to be in the swim. Sample scenario: "Smart women are wearing felt hats this summer. If you want to be smart you will have to wear one too. We have more different kinds of felt hats than any other store in the city. We have the most exclusive designs. You will make a great mistake if you buy your felt hat anywhere else." This style of copy is not by any means limited to products where style is a factor. Another example: "Of course you have noticed that the really modern homes have electric washing machines. You have wanted one, but it was hard to find out which make was really the best. You can easily settle the

problem by calling on the nearest dealer who represents us."

9. *Dialogue.* A difficult form, because people seldom hold animated conversations about this or that brand of beans, collars or veils. So watch out that it doesn't sound silly.

10. *Question and Answer.* Closely related to Dialogue, but more easy to use because it need not be free and easy. It is based upon court cross-examination, which form it follows very closely.

11. *Signed Statement.* One subdivision is the Jim Henry type of advertising. Another is the signed statement made by the president of the company to announce some important move which his company proposes to make.

12. *Testimonial.* (a) Mass testimony. In using testimony in this form, the copy may read somewhat in this fashion: "One hundred users of the Ramsay Car report an average gasoline consumption of one gallon for every thirty miles of running." Mass testimony may also take a somewhat general form, such as "Experiences of users all over the country show that Jones Trucks do the work faster, and with less expense, than the trucks they formerly used."

(b) Anonymous testimony. This takes such form as, "A lady in Duluth wrote us the other day," etc.

(c) Letter or published testimony. Here a straight letter of testimony is reproduced, either through type or a facsimile plate. A reprint from the trade paper, newspaper or magazine which quotes some big achievement of the advertiser is reproduced in photographic form.

13. *Exhortation.* This form of copy is often very effective. It urges you to "order now as the supply is limited." It makes you want a thing largely because you are told that "there will be only a few fortunate producers."

14. *Reading Notice.*

15. *Sample Offer.* It is sometimes difficult to convey the merits of the product in a short message, and so the copy may be written

entirely with the idea of getting the reader to send for a sample. A variation of this type of advertisement is the booklet advertisement—in which the copy is written to get the reader to send for a booklet which will give him all the facts which cannot be crowded into single advertising.

16. *Blind Copy.* Blind copy does not attempt to deceive as in the case of the reading notice, but it trims off some of the advertising properties, such as heavy display slugs, pictures of products or containers, etc. The reader knows that it is an advertisement, but he is tempted to read it because it keeps him guessing just a little.

17. *Geographical Atmosphere.* In order to give size and scope, geographical advertisements may bring in testimonials from far off countries with appropriate illustrations. They may show the activities of the advertiser in different parts of the globe. Such advertisements may make up a series, or they may be used occasionally to spice up the regular campaign.

18. *Historical.* There are several subdivisions:

(a) The advertising tells the personal history of the manufacturer.

(b) The advertiser tells the history of his business.

(c) The advertiser relates history of the industry of which his business is a part, connecting the past of the industry to some present achievement of his own.

(d) The history may deal with raw materials. For instance, a tire manufacturer might tell about the history of rubber.

(e) Any kind of historical incident is used to start off the copy and illustrate a point. The advertiser, with more or less skill, then relates some policy or performance of his own associated with the historical fact introduced.

19. *Poetical.* (a) Jingles. (b) Vers Libre. (c) Walt Mason style.

20. *Teaser Copy.*

21. *Dramatic.* Some of the advertising on Grinnell Sprinklers illustrates this type.

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22. *Odd Forms of English.*

(a) Slang.

(b) Period English—such as Colonial or Quaker.

(c) Sectional English. A Southern house that wanted to introduce a Southern tobacco could introduce the Southern drawl into its advertising.

(d) Foreign atmosphere. Example: Djer-Kiss advertising.

23. *News.* The advertiser's product played a part in an important event. He makes this the basis of his advertising.24. *Timely Advertising.* Copy can be related to some happening or holiday which can be anticipated. We know that Decoration Day will occur next year on the thirtieth of May. Therefore we could now tie up a product with Decoration Day and schedule it for May 30. Sporting events are scheduled well ahead, and the advertiser can, if he wishes, tie up with these.25. *Scriptural or Philosophical.* This form is commonly used by charity organizations, etc. It has also been used in mail-order courses. It is written along the lines of a sermon or philosophical discussion.26. *Incident.* An interesting incident about the goods is related, and to this is hitched a selling talk.27. *Scare Copy.* Probably the most familiar example of this type of advertising is that which has been done for Weed Chains.28. *Slogan.* Slogans are apt to be thought of only as detached phrases which appear underneath the name of a product. Some advertisers, however, build all of their copy around a slogan. For instance, "A Skin You Love to Touch."29. *Circus Advertising.* Circus advertising makes free use of Gothic caps, exclamation points and "come hither."30. *Statistical Advertising.* Here the figures connected with a business or industry are so romantic that they need only to be quoted to make the reader want to buy the goods advertised. Running true to form, this type of adver-

tising compares its volume of business done to the distance from here to Mars, etc.

31. *Personal Efficiency.* A great deal of personal efficiency copy is now appearing on memory courses, reading courses and correspondence schools. This same personal efficiency note can often be introduced into advertising of merchandise. Example: Fatima—"The Sensible Cigarette."32. *Epigram.* Here a single strong sentence is used which at its best is epigrammatic in quality. Perhaps one of the best examples is the Eastman Christmas copy, which reads: "Your friends can buy everything you can give them—except your photograph."33. *Juvenile.* Very often on products of wide consumption an almost primer-like style of copy is advisable. The words are so simple, the sentences are so absolutely plain, that we are justified in calling this "juvenile copy."34. *Prestige.* This advertising exalts the merchandise and may be easily overdone.35. *Quotation.* The copy writer takes a quotation from Emerson, Ben Franklin, Abraham Lincoln, or some other worthy, and then ties his product up to what they say.36. *Sense Appeal.* This is a very strong form of copy. The writer cuts out all funny business. If he is advertising soup, he tells what a beautiful color it has, how fragrant the aroma is when a plate of it is set before you, how good it tastes when you get it into your mouth, and what a thrill of warmth passes through you as you swallow it. As far as possible he makes you see, hear, feel, taste, smell everything he advertises.37. *Playful Copy.* Sometimes the writer is entitled to deal with his product in a light, playful way—but not very often.38. *Editorial.* This form of copy follows the pattern set forth by the editorial writers.39. *Humorous Copy.* Can come in many forms.40. *Plain Facts.* This copy is written in a take-it-or-leave-it

style and on the assumption that the facts in the case are enough to make the sale.

41. *Association.* The product is associated with a certain class of people or set of circumstances which will by inference establish its merits and make it desirable.

42. *Story.* The copy is written in short story form.

### United Cigar Sales Decreased in June

Sales of United Cigar Stores Co. of America in June were 3.7 per cent below June of last year. Sales for the six months were 2.9 per cent above the corresponding period of 1920.

The figures are: June, 1921, \$6,296,672; June, 1920, \$6,541,015. Six months ending June, 1921, \$37,522,248; six months ending June, 1920, \$36,443,554.

### New Shipping Accounts for Scovil Agency

Medley Scovil & Company, New York advertising agency, have secured the accounts of the Merchant Shipbuilding Corporation and the United American Lines of the Harriman interests; S. O. Stray & Company, operators of the Stray Line of Steamships to Norway, and the International Freighting Corporation.

### Robert E. Ramsay to Help in Direct-Mail Convention

Robert E. Ramsay, director of sales promotion, publicity and advertising of the American Writing Paper Company, has been appointed vice-chairman of the Springfield Publicity Club's general committee in charge of the 1921 annual convention of the Direct-Mail Advertising Association, which will be held in Springfield, Mass., October 25 to 28.

### Made Head of Dallas Better Business Bureau

E. J. Gannon has been elected president of the Dallas, Tex., Better Business Bureau. Porter Lindsley has been made secretary and treasurer.

### Tire Account for South Bend Agency

The Universal Tire Company, Philadelphia, Pa., has placed its account with the Lampert-MacDonald Co., South Bend, Ind.

### Has Standard Oil of Louisiana Account

The Chambers Advertising Agency, New Orleans, is placing copy for the Standard Oil Company of Louisiana.

### To Lessen Cereal Losses from Insects

The Cereal Division of the American Specialty Manufacturers' Association, of which C. Francis, of the Ralston-Purina Co., St. Louis, is chairman, is taking steps to lessen the losses caused by cereal insects. In a letter to jobbers it is stated that a member of the Cereal Division will call on the jobbers to look over their cereal floors for the purpose of making suggestions.

Wholesalers are told in another form letter of methods that may lessen the losses caused by the insects. "Do not overstock at any time, especially not in the spring or summer months," is one of the suggestions offered.

"Even if the manufacturer buys back the spoiled article," says the letter, "your expense in handling is not paid for—it is therefore to every jobber's interest to co-operate in this work."

### O. P. Kilbourn with Cohen & Lang

O. P. Kilbourn has been appointed sales and advertising director of Cohen & Lang, Inc., New York, makers of clothing for young men and boys. Mr. Kilbourn was recently advertising and sales promotion manager of the John M. Willys Export Corporation, New York.

### Trade-Marked Tennis Courts from England

Be prepared for an influx of imported tennis courts. An English firm of Leicester, The En-Tout-Cas Company, has just filed an application in this country for registration of its trade-mark, "En-Tout-Cas" for material which it prepares for the making of tennis courts.

### Joins H-O Company

Stanley H. Davis, who for the last nine and a half years has been with the Goodyear Tire & Rubber Co., Akron, O., in sales promotion work, has become sales promotion manager of the H-O Cereal Company, Inc., Buffalo, N. Y.

### New Campaign in Women's Magazines

The Paris Toilet Co., Paris, Tenn., maker of Golden Peacock toilet requisites, has placed its account with Cecil Barreto & Cecil, Inc., Richmond, Va. A campaign using color pages in women's magazines is planned.

### New England Silversmiths to Advertise

The Wood, Putnam & Wood Co., Inc., Boston, has been appointed to handle the account of the Whiting & Davis Co., manufacturing jeweler and silversmith, Plainville, Mass. A magazine campaign is planned.



# Connecting your product with the buyers in Latin America and Spain

THE MARKETS of the Spanish-speaking countries are of vital importance to manufacturers of engineering or industrial equipment and to advertising agents with such clients.

Keen and farsighted business executives in the United States are not merely watching these countries with interest—they are establishing themselves there now, *today*, before the opportunity is gone. They are accomplishing this through INGENIERIA INTERNACIONAL, the McGraw-Hill Spanish-language publication because they know it reaches the consequential buyers in these twenty-two countries.

Before the domestic depression a certain New England manufacturer's export business comprised only ten per cent of his total sales. Now it is eighty per cent of the total and he says that without foreign business his factory would not be running. The vice-president of one of the largest machine tool factories in the world has just written:

*"We consider INGENIERIA INTERNACIONAL the best advertising medium for machine tools in Spanish-speaking countries that we have ever seen or heard of. This statement is based on the large number of Spanish inquiries which we are receiving which is further evidenced by the inquiries coming in on the Spanish insert placed in our advertisement for that purpose."*

One of our Market Briefs may have just the information which you need for consideration of this rich field. Executives who avail themselves of our extensive research facilities are not obligated beyond their consideration of the data presented.



## Ingeniería Internacional

(INTERNATIONAL ENGINEERING)  
McGraw-Hill Company, Inc.

Tenth Avenue at 36th Street, New York City

## "Stylish Stout"

*Svelte System*  
**Corsets**



### Turning prospect into live account

**L**ACKING dealer co-operation, manufacturer advertising is bricks without straw. L. Garten Brothers knew this. And they want to show dealers who sold *Stylish Stout Corsets* the corollary of this—that dealer co-operation in manufacturers' advertising increases sales volume.

So they planned to obtain a definite number of window displays among these New York dealers. They gave the list of them to the Merchandising Service Department of the NEW YORK EVENING JOURNAL.

Using the department's motor truck to carry display material, NEW YORK EVENING JOURNAL Field Men, within three days called on the dealers. The number of dealers, described the consumer advertising to appear in the NEW YORK EVENING JOURNAL exclusively in the evening field, showed how advantageous it was to link-up sales work with a campaign and installed display material in the windows of the stores sought.

This dealer stimulation was continued in *Modern Women's Wear Trade News*, telling 8,000 dealers here the sales story of *Stylish Stout Corsets*. The consumer advertising in the NEW YORK EVENING JOURNAL reached hundreds of thousands of readers among its million readers.

Read Mr. Stern's letter.

**188,322  
calls**

made since January, 1920,  
by this Merchandising  
Service Department, con-  
tacting dealers in the in-  
terest of Journal-advertised  
goods.

*Stylish Stout advertising planned by Federal Advertising Agency.*

LARGEST DAILY CIRCULATION IN AMERICA

**THE NEW YORK**

(Member Audit Bureau of Circulations)

## References

**KEY WORDS:** aging; depression; health status; life satisfaction

Worcester Mass

PORTSMOUTH ENGLAND

CABLE ADDRESS  
NEW YORK  
LONDON  
PORTSMOUTH  
COLOS  
SITGES  
BENTLEY  
C. D. BENTLEY

-CHESTER MASS  
 Weingarten Bros. Inc.  
 Makers of  
 Corsets and Brassieres

New York April 28, 1921

The New York Evening Journal,  
2 Columbus Circle.  
New York, N. Y.

Attention Merchandising Department

Gentlemen:-

We take this occasion of expressing our gratification for the excellent co-operation of your Department in bringing home to our dealers the value to them of our publicity program in your columns.

Frankly, owing to the rather high retail selling price of our Stylish-Stout Corset, we felt a bit skeptical of the results you would obtain. We are convinced, however, of the efficacy of your co-operation. We are convinced, when we considered mere prospects have been brought into our fold of live accounts and our regulars have responded by strengthening their stock. In addition, your campaign revealed a field of new prospects for billing by our Sales Force.

We cannot, therefore, but feel assured of the value of your columns as an advertising medium, especially in conjunction with the co-operation of your Advertising Department. Our 1921 appropriation for Merchandise in the New York Evening Journal.

Very respectfully yours,

WEINGARTEN ERBS. 100

WEINGARTEN BROS. Inc.  
Edwin M. Stern  
Advertising Manager

EAS:SP

**For data on your market here  
write any of these**

**NEW YORK EVENING JOURNAL Offices**  
2 COLUMBUS CIRCLE, NEW YORK CITY

First Building, Chicago 58 Sutter Street, San Francisco

**ICA DOUBLE ANY NEW YORK EVENING PAPER**

# R | V E N I N G J O U R N A L

Audit By (Circulations)



*Four of the five largest department store advertisers in Jacksonville regularly use more space in the Evening Metropolis 6 days every week than in 7 days, including Sunday, of the Morning Times Union.*

*Their results prove that The Metropolis produces the greatest volume of local business.*

*(Lineage figures supplied upon request)*

## The Florida Metropolis

Florida's Greatest Newspaper

### POLICY

The Jacksonville Metropolis' news services are unexcelled. The Metropolis is a member of The Associated Press, United Press, International News Service, Universal Service, Consolidated Press, and Newspaper Enterprise Association.

The Metropolis is a Democratic paper and believes in the principles of Democracy. It believes in 100 per cent. Americanism, The Sanctity of the Home, Law and Order, and is at all times ready to advocate progressive moves for Jacksonville and Florida.

### E. KATZ SPECIAL ADVERTISING AGENCY

Established 1888

Chicago  
Kansas City

New York

Atlanta  
San Francisco

Editor

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## Legal Action Against Substitution

G. G. TAUBER

WASHINGTON, June 28, 1921.

Editor of PRINTERS' INK:

Do you know of any legal steps which might be taken against dealers who deliberately substitute an article to the consumer, where a particular brand has been asked for? One of my clients has a similar problem (their product is sold by grocers) and I have been asked to secure some information. Advertising, of course, will help to remedy the situation, but if any other steps could be taken also and two or three dealers made an example of, it would seem to us that such substitution could be eradicated.

Your advice on this will surely be appreciated.

G. G. TAUBER.

THERE are a great many degrees of substitution, some of which are legally actionable, and some of which, under ordinary circumstances, are not. As a general rule it is safe to say that unless the element of fraud enters into the transaction, there is very little chance of successful legal action against a retailer for this practice.

Under all ordinary circumstances, a dealer is quite within his legal rights in attempting to persuade a customer to change his mind and accept some brand other than the one originally asked for. So long as the customer knows what is going on, and is free to make a choice, there is nothing fraudulent about the transaction. The dealer is simply exercising his own salesmanship in competition with what the customer already knows about the product. But when the customer does not know what is going on, and believes that he is receiving one thing when in fact he is receiving something else, then the law steps in, both to protect the rights of the consumer and those of the manufacturer.

The B. V. D. Company, for example, has prosecuted a number of retailers for fraudulent substitution of this latter variety, and has secured very drastic in-

junctions against them. These cases have undoubtedly served as a wholesome deterrent to other retailers who might be inclined to pursue the same course. But we do not know of any cases in which substitution of the ordinary competitive variety (without deception or fraud) has been successfully attacked by means of legal action.—[Ed. PRINTERS' INK.]

## New Boston Advertising Agency

Otis H. Adams and Henry C. Pragoff have formed an advertising agency in Boston under the firm name of the Adams-Pragoff Company.

Mr. Adams has been with the National Cash Register Company, Dayton, O.; General Motors Corporation, and The Martin V. Kelley Company.

Mr. Pragoff was formerly with The Walter M. Lowney Company.

## Sullivan-Pallen, Inc., Succeeds Louis J. Goldman

The name of the Louis J. Goldman, Inc., advertising agency, New York, has been changed to Sullivan-Pallen, Incorporated. Michael J. Sullivan is president, and Victoria Tunnell is secretary. The news that Louis J. Goldman, who was head of the Goldman agency, had retired and had joined The Martin V. Kelley Co. was given in PRINTERS' INK a short time ago.

## Biow Agency Increases Staff

Miss Jeanne Stevens, formerly with the J. Walter Thompson Co., has joined the copy staff of The Biow Company, New York.

Mrs. Phyllis Bender, who has been engaged in advertising and merchandising work for a number of years, has also joined the staff of this agency.

## In Charge of National X-Ray Advertising

C. E. Johnson has been appointed advertising manager of the National X-Ray Reflector Co., Chicago, succeeding W. L. Griffin.

Mr. Griffin is now engaged in advertising work for Montgomery Ward & Co. at Chicago.

## Three Leave Staff of Street & Finney

Wyman Fitz, Frank G. Conway and Earl C. Norris have resigned from the staff of Street & Finney, Inc., New York.

# Reaching the Prospect Who "Can't Make Up His Mind"

How the Timken-Detroit Axle Company Is Co-operating with Manufacturers to Stimulate Sales of Automobiles Now

By Roy W. Johnson

IT is entirely probable that the "buyers' strike" over which such copious tears have been shed, was the product rather of sheer indecision than any settled determination not to buy. At any rate, it is reasonably certain that the fellow who "can't make up his mind" is the biggest hindrance to business recovery at the present time. He can afford to buy, and he would rather like to buy—but he can't quite decide to buy *now*. The possibility of future price declines increases his hesitation, and competitive arguments only confuse him the more. He is a great waster of selling effort into the bargain, for he is always trembling on the verge—never quite ruling himself out of the good prospect classification, and never definitely coming into the market. If he would only *decide*, one way or the other, it would be better for all concerned.

There have been not a few "Buy It Now" campaigns directed at this coquettish individual, but their effects have not been tremendous. Most of them lost force by reason of the fact that they were inspired solely by the self-interest which was plastered all over them with a trowel, while the general campaigns were altogether too, too general. Advising a man to buy it now in order to keep the wheels of commerce moving, or to enable Uncle Sam to maintain his standing in the world's trade is just a wee bit attenuated, so to speak. It is a noble sentiment, but in percentage of kick, it out-Volsteads Volstead.

It seems fairly obvious, therefore, that advertising which is addressed to the buyer who can't make up his mind should meet his own arguments fairly and squarely, and should avoid so far as possible the suggestion of

blatant self-interest. Perhaps that is difficult to accomplish, but the campaign just inaugurated by the Timken-Detroit Axle Company to induce prospective purchasers of automobiles to buy now, shows that it can be done. Though applying specifically to the automobile business, there is no reason why the campaign should not prove suggestive to manufacturers in other lines.

"We believe," says the company in its preliminary announcement in the "Timken Magazine," "that the supreme duty of every manufacturer is to forget his competitive arguments for a time, and all pitch in to bring customers into the market. Let's all work, shoulder to shoulder, to create more business. Then each of us will have his share."

"There are thousands of car and truck owners secretly wishing someone would come along and persuade them to buy! They want to be sold. The 'buyers' strike' they talk about is a mental attitude. It isn't wholly sincere. While there may be somewhat less buying power, there is plenty on tap to keep the industry moving along nicely if we can only touch the springs of action!"

"The Timken-Detroit Axle Company is so sure of the far-sightedness of this view that we are devoting double-page space in two of the leading national weeklies to this idea. Outside of a Timken-Detroit name display at the bottom of the space, there is no mention of Timken or even of axles in this copy! The whole effort is to sell more automobiles and trucks whether Timken-equipped or not."

"We hope that these ideas will suggest other and even better ideas to you, so that you will bring out additional pieces of literature

# Circulation Within a Buying Radius of Distribution

That's where you want your circulation, isn't it, Mr. National Advertiser? After you have created the buying desire in the mind of the prospective purchaser, you wish conditions that will be conducive to his making the purchase.

In other words, you wish your prospects to be bulked as far as is possible within a buying radius of your distribution, so that when the urge to buy is created, the goods to be bought are within easy inspection of the prospective purchaser.

When you advertise to the people of Louisville, New Albany and Jeffersonville, you wish to reach the largest number of people in these cities at the least possible expense. Your distribution is greater in these larger communities, and once the buying desire is created, the purchase is more easily consummated than in the scattered rural districts.

In this connection we wish to state that the circulation of the daily Herald, city and suburban, is 56% greater than that of the other morning newspaper, and that the circulation of the Sunday Herald, city and suburban, is 22% greater than that of the other Sunday newspaper.

Facts are facts; we have the figures proving these. If you wish to reach the ready-to-buy people of Louisville and its suburbs every morning of the year, you will find your best buy in the advertising columns of

## The Louisville Herald Kentucky's Greatest Newspaper

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York

Western Representative: Glass & Irvin, Wrigley Bldg., Chicago

Southern Representative: Geo. M. Kohn, Candler Bldg., Atlanta, Ga.

Pacific Coast Representative: R. J. Bidwell, San Francisco, Cal.

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ONE OF THE SHAFFER GROUP OF NEWSPAPERS

equally free from selfish arguments and all calculated to *bring more business for the whole industry.*

"If you are an advertiser, may we suggest that you consider such revamping of your trade, newspaper and national campaigns as to make them conform as much as possible with the same thought."

The double-page spreads referred to are scheduled for inser-

manufacturing passenger cars or trucks, whether users of Timken equipment or not:

Perhaps you missed the "Topple 'em Over" suggestion in the last issue of the "Timken Magazine." If so, please read the attached copy.

We felt that this suggestion would meet with the approval of the Passenger Car and Truck Builders of the country. We didn't, however, figure that the requests for these little folders would jump to 20,000 in less than a week—but they did and they are still coming.



Don't buy another wheel! There's an even smaller, better and cheaper.



### Bill, Why Don't You Buy a New Car?

There's one more thing to consider in getting on the old one! It's nothing new at all, your car. You're getting all the time, it's no different to you. You're getting all the time, it's no different to you. You're getting all the time, it's no different to you.

Look, you can't have a new car of the same kind. You can't have a new car of the same kind. You can't have a new car of the same kind. You can't have a new car of the same kind.

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Why, you can't have a new car of the same kind. You can't have a new car of the same kind. You can't have a new car of the same kind. You can't have a new car of the same kind.

There's one more thing to consider in getting on the old one! It's nothing new at all, your car. You're getting all the time, it's no different to you. You're getting all the time, it's no different to you. You're getting all the time, it's no different to you.

Look, you can't have a new car of the same kind. You can't have a new car of the same kind. You can't have a new car of the same kind. You can't have a new car of the same kind.

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THIS ADVERTISEMENT RECOGNIZES TWO KINDS OF COMPETITION: THE CAR THAT IS PATCHED UP TO LOOK PRESENTABLE AND FOR COMMERCIAL PURPOSES, THE TEAM AND WAGON

tion late in July, and late in August. In the meantime the company is supplying to manufacturers without cost, folders containing the same copy (but without even mentioning the Timken name) for distribution through their dealers. Thus, according to the plan, the campaign is made the manufacturer's own campaign, and the Timken advertising merely serves to reiterate the arguments in an impressive way, over the signature of the axle company.

The announcement of the campaign was made in the June issue of the company's house-organ, and within three days after it was in the mails the company had received requests for more than 20,000 of each of the folders. The following letter was then sent to the president of every company

We want you to have as many of these folders as you can use. It doesn't make a particle of difference whether you use Timken Products or not because there is no mention of Timken in the copy as you will see by reading the enclosed folders. The argument is one that applies to all makes and prices of passenger cars and trucks. In other words, we are trying to get the industry as a whole to make itself felt. If we can help to do that we will be amply repaid.

We will appreciate your consideration of this suggestion to help in the present emergency.

Won't you pass this letter on to the proper department with your O. K. and tell them to order your supply of folders now?

Writing to PRINTERS' INK under date of June 28, Frank N. Sim, advertising manager of the company, states that requests for a supply of the folders were coming in at the rate of from twelve to fifteen a day. By the time the

THE TIMKEN DETROIT AXLE COMPANY  
Detroit, Michigan

# TIMKEN AXLES



**215,854**  
 was the average net paid daily circulation (morning and evening) of The Baltimore Sun for the month of June, 1921

☐ This was a gain of 32,306 over the net paid daily circulation for the same month last year.

☐ And the average net paid circulation of The Sunday Sun for June, 1921, was 149,251—a gain of 13,791 over June, 1920.

☐ Let The *Sunpapers*, through their exclusive carrier service, take your advertising message into the worthwhile homes of this prosperous and growing market.

☐ Our Service Department is ready to give you sincere and intelligent co-operation in placing your product on the Baltimore market.

**Everything In Baltimore  
 Revolves Around**

**THE**



**SUN**

**Morning**

**Evening**

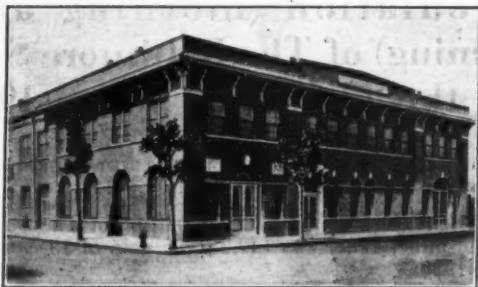
**Sunday**

JOHN B. WOODWARD  
 Times Bldg., New York

GUY S. OSBORN  
 Tribune Bldg., Chicago

**Baltimoreans Don't Say "Newspaper"  
 —They Say "Sunpaper"**

# THE FUNERAL



The funeral establishment of L. P. Robertson, Fort Worth, Texas. An investment of \$100,000 in a city of 100,000 inhabitants.

## PERIODICAL *Grand Rapids*

District Managers:

<b>VICTOR B. BAER COMPANY,</b>	<b>EDWARD R. FORD,</b>	<b>SAM LEAVICK</b>
47 West 42nd St., Room 527, New York City.	53 W. Jackson Blvd., Chicago, Ill.	510 Union Trust Bldg., Cincinnati, Ohio

The Furniture Manufacturer and Artisan is the only technical and business magazine that blankets the furniture manufacturing field, reaching 90 per cent of those who control and determine the buying policies in this industry.

The Grand Rapids Furniture Record, A. B. C. statements prove, reaches more worthwhile furniture and housefurnishing merchants in the United States than any other trade paper.

# THE AMERICAN FUNERAL DIRECTOR

Caring for and burying the dead, until a few years ago, was the job of "undertakers."

This work today, however, is a highly specialized occupation—the task of "funeral directors" and "morticians," who by the very nature of their duties must be professional, foresighted business men.

Funeral directors and morticians are conscientious in regard to their duties. They are also aware of their opportunities.

Their prevision and foresight have built large funeral homes and establishments, with additional investments for each of from \$10,000 to \$20,000 in automotive equipment.

The American Funeral Director, with the largest proven paid circulation reaching these professional business men, is the constant exponent of better business methods and is conceded by those who know to be the largest single force in that direction.

AL PUBLISHING CO.  
*Michigan*



All A. B. C.—A. B. P. Mediums



double-spreads appear the folders will undoubtedly have obtained a wide audience.

It is obvious that the plan of campaign pretty successfully avoids the suggestion of self-interest. The Timken company puts itself deliberately in a subordinate place by running its own public announcements after instead of before the same arguments have been made by the car manufacturers. While of course it has axles to sell, and will profit by the increasing prosperity of the automobile industry, it speaks to the public as a more or less disinterested party, and from the standpoint of the ordinary consumer puts itself in the position merely of endorsing what has already been said. This would not please old Silas Crabapple, who insists upon seeing his name at least twice in every sentence, but it is good psychology just the same.

So far as the present writer's opinion goes, the copy is equally good. It doesn't deal in glittering generalities, it doesn't preach, it doesn't dodge any issues, it doesn't pussy-foot. It is definitely aimed at the man who wants to buy a new car but can't quite "make up his mind," and it clearly meets the arguments which this hesitating buyer is using on himself. The text of the passenger car folder, for example, as well as the double-spread, is as follows:

**"BILL, WHY DON'T YOU BUY A NEW CAR?"**

"There's no real economy in patching up the old one! It's robbing you of all your recreation. You're worried all the time. It's no pleasure to drive. You never get out in the country for fear something will happen and leave you stranded miles from a garage.

"Last week you bought a new set of transmission gears. Week before that, you had all the body bolts tightened and new bushings put in the front end. Only a little while before that you had the motor gone over. Two cylinders have knocks in them right now—wrist pins, most likely. You keep on driving on a broken spring be-

cause the leaf hasn't yet actually fallen out in the street. It's fix, fix, fix all the time—and *nothing to show for it.*

"Why, you were saying only the other day you hate to put new tires on all around, because you're going to sell before you could possibly get the use out of them! *Then what are you waiting for?*

"Prices to come down? Pshaw! You know there's nothing in that! If new car prices do come down, allowances on used cars will come down, too, so you're nothing ahead. And even if you were going to save something, *you're spending all you're 'saving' before you get it!*

"Bill, why don't you take my advice and stop all your troubles at one shot? I did, and remember, I bought my new car before the *last price reduction!* I saved money and time and annoyance, and I don't care if there are *six more price reductions!* I saved by buying when I did, and you'll save by buying now!

"You're going to do it? Fine! I'm glad of it. Put your tools away and come on, let's have a ride in my car."

The copy in the truck folder is headed "Great Scot! Don't Buy Another Team of Horses! Buy a Truck!" and is a straight argument on the economy of motor haulage over horses. The illustrations are human-interest photographs, and the same picture is on the cover of the folder and the left-hand page of the double spread.

It is quite probable that the cynical will see in this merely an attempt to build good-will for the Timken-Detroit Axle Company, and undoubtedly the company is not wholly oblivious to that aspect of the matter. At any rate it will not hurt the company's standing among its customers and prospective customers. But that does not alter in the least the fact that the campaign does avoid the common errors of "Buy It Now" campaigns, and does suggest that co-operative efforts to reach the hesitating buyer may be worth considering.

actually  
it's fix,  
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Minneapolis is financial headquarters of the Northwest, its average monthly bank clearings running well over \$300,000,000. It has several bond and investment houses that rank with the largest in the country and has branches of every important investment institution in the country. It is the home of the Ninth District Federal Reserve bank and as such controls the financial destiny of the entire Northwest. The Minneapolis Tribune, with its great daily and Sunday circulation, is the recognized financial medium of this section.

Dealers in automobiles, trucks and automotive parts in Minneapolis in 1920 sold \$218,305,000 worth of these products. Minneapolis has the reputation of being one of the largest users of automobiles and accessories of the larger cities of the country. Recent price cuts in the various lines of cars, tires and parts has resulted in heavy advertising in The Minneapolis Tribune, the recognized automobile advertising medium of the Northwest.

A new drive has been inaugurated in The Minneapolis Tribune for Chesterfield cigarettes by the Liggett & Myers Tobacco Company, copy and schedule coming from the Newell-Emmett Company.

The Vredenburg-Kennedy Company is carrying a series of advertisements in The Minneapolis Tribune for the Hickok Manufacturing Company.

Daily, for one month, the Northfield Milk Products Company has run a series of readers in The Minneapolis Tribune, advertising its canned milk.

The Minneapolis city council recently revoked an old ordinance banning the sale of fireworks within the city limits, and, for the first time in years, their sale is now permitted. As a result merchants have laid in large stocks and are enjoying good business.

The Witt K. Cochrane Advertising Agency, of Chicago, has selected The Minneapolis Tribune for a campaign for the Enos Chemical Company, running to September 7. Art work and text for this copy are quite up to the usual high standard of the Cochrane Agency.

Rotogravure section copy has been received by The Minneapolis Tribune from the Newell-Emmett Company for Fatima cigarettes for publication in its eight-page rote section—the only one published in the Northwest and the only one between Chicago and the Pacific Coast assembled and printed in its own plant.

The New England Furniture & Carpet Company, one of the largest and oldest retail furniture and housefurnishings stores of Minneapolis, is removing from its location at Fifth, Sixth and Marquette avenues to the corner of First avenue North and Fifth street. In order to acquaint its customers and the people of Minneapolis and the Northwest generally with its new location, William L. Harris, president of the company, has directed the use of full-page announcements in The Minneapolis Tribune, covering a period of several weeks.

Jobbers and wholesale merchants of Minneapolis are planning a novel one-day trade tour over the Dan Patch motorized railway line from Minneapolis to Faribault. The trip will be made July 14 and it is expected that about 100 merchants will comprise the party. Stops will be made at all towns on the line and the advantages of Minneapolis as the great home market of the Northwest will be fully impressed upon the retailers. A band will accompany the party, which will give concerts in all the towns visited. This is the second trade tour Minneapolis has taken this year, the first having occupied an entire week.

Member A. B. C.

## The Minneapolis Tribune

Is the oldest and best daily Newspaper published in Minneapolis.

Has the only 7-day Associated Press franchise.

Accepts no questionable advertising.

Makes no trade contracts.

Is cautious as to its credits.

Has the largest total circulation.


Has the largest home carrier circulation



**FIRST**  
in its  
City

**FIRST**  
in its  
State

**FIRST**  
in its  
Federal  
Reserve  
District



We announce  
the adoption of the

8

Basic Standards  
of Valuation

Under these fundamental standards, it is now  
possible for an advertiser to measure cor-  
rectly the Comparative Advertising  
Value of any and all Magazines in  
the GENERAL MAGAZINE  
field.

**T**HESE standards make possible an absolute and impartial analysis. By them you may verify positively the advertising list upon which you have already determined.

Or they may show that it is possible to cover the same field to better advantage.

This new method of evaluating advertising mediums marks a distinct advance over the usual methods of appropriating advertising moneys.

We are glad to be the first publication of its kind to offer you the explanation of this method and to furnish you with the necessary forms.

*Dictate the following to your secretary:*

"Please send to me without obligation the EIGHT BASIC STANDARDS OF VALUATION as applied to all standard monthly magazines."

*And address your inquiry to*

# Hearst's INTERNATIONAL

119 West 40th Street

New York City

necessary than before. At any rate, that is the hope.

Among the sections of the shipping field in which intensive work is being done by the International Mercantile Marine is that of carrying livestock. For this purpose a human-interest booklet, entitled "Four-footed Passengers," has been prepared. Sketches give a good idea of the life of a horse aboard—and one of the noticeable improvements is the elimination of the old method of embarking animals by slinging them. Now they just walk aboard like two-footed passengers do.

"Four-footed Passengers" tells of the special vessels built for livestock carrying, big broad ships that ride steadily. Such boats are veritable hotels for horses and cattle—for some of the four-footed passengers are aristocrats of the equine world and the bovine social circles, fellows of first-cabin rank, and they get it duly recognized in their staterooms on these ships.

These booklets are handled so as to serve a double purpose. Directly they sell that section of the freight field they are designed to explain. At the same time they sell the passenger service of these lines. This is done indirectly by the atmosphere of superiority cleverly built into the booklets by their fine tone and high-class production.

It is refreshing to see this big shipping concern coming out in a large and courageous way to do its share in creating business. It is inspiring, too, to see in the new freight campaign at this time recognition of the wisdom of increasing your advertising business is not at the peak.

**Brown & Bigelow Adv  
Schneider**

C. R. Schneider, who has Brown & Bigelow, St. Paul years, has been made manager New York office of that

## New Accounts with Albany Agency

The advertising accounts of the A Grip Manufacturing Co., Inc., Falls, N. Y., maker of Arrow chains for motor vehicles, and the erwyck Company, Inc., Albany, maker of cereal beverages and vinegars, are being handled by S. De Rouville, Albany, N. Y.

Copy for the Arrow Grip Company running in trade papers andazines. Newspapers in Massachusetts, New York, Vermont, Rhode Island, Connecticut are being used erwyck Company.

## Chain Store Ad Hoyt's Serv

An advertising campaign started by Thomas which operates 350 Brooklyn, Staten Island, N. Y. handled by Hoyt's rious papers are territory in which



You may have three

New guesses as to the identity of the printing-house which

planned and executed this booklet.

P. S.—Your first guess would be right.

# Charles Francis Press

PRINTING CRAFTS BUILDING

461 Eighth Avenue, New York

Telephone 2320 Longacre

# The Niceties of Composition

"A Place for Everything and Everything in Its Place" Is One of the Essential Doctrines of Advertising Layout

By a Commercial Art Manager

ONE of the highest-priced window-dressers in the business attributes his success to an intuitive sense of composition. He knows just how and where to place things.

A window display may contain one article or fifty. He seems to sense the essential elements of "spotting"; of preventing a mixture of many objects from looking jumbled. It is not easy, not an acquired talent. Any window-dresser who is worth his salt will tell you that a man is born with the deft instinct above described.

In Chicago, some years ago, a window-dressing contest was held, and the expert who won first prize did his work blindfolded. Given the dimensions of the window and the goods to be placed there, he had a sort of added sense that made him distribute them wisely, artistically, even without sight.

It must not be assumed that discussions of composition, in its relation to advertising, are passively important. The marked advance that has been made in art, design, typography, the appeal to the eye, may be largely traced to better composition.

Years ago, a book was published that was expected to make a hit. The publishers departed from conventional form and issued a special holiday edition. The type was small and set compactly, with infrequent paragraphs. There were numerous small-line illustrations scattered through that "broke up the text."

The sales were disappointing and the edition was recalled. Another followed, clarified, in larger type and with page illustrations, segregated. This time the public response was more gratifying, and at last accounts the book had gone into nine editions.

Why assume that people are not sympathetic when it comes to the niceties of composition?

There is a certain aristocracy of composition that immediately marks an advertisement as possessing charm and "good breeding." Balance is necessary in all this; that is, the various component parts distributed in such a way as to harmonize, hold their appointed places, adjust themselves in the matter of weight and technique and contour.

One of the simplest illustrations of this is to be found in the arrangement of pictures in a room. Everyone knows that an experienced eye and hand can place ten pictures on a wall so that they will fall into the spirit of the room, be a natural and unassuming part of it, while the untrained person will make the same walls appear all but hideous.

There is such a thing as a semi-scientific balance. There are laws of composition that should not be violated. Advertising, in its broad sense, may not be an exact science. Composition certainly boasts rules that are inflexible, stubbornly obdurate.

## SOMETHING LACKING

An advertisement may lay claim to fine art, beautifully-designed decorative border effects, model type, the most perfect accessories, and still, when assembled, become commonplace, flagrantly inartistic.

The shrewd layout man will take the same parts, and by rearrangement, observing the rules of his art, transform the display, giving it an altogether different appearance. Knowledge is necessary. It is not a hit-or-miss proposition, stumbled on by accident.

But, as we have intimated, the talent to construct a perfectly balanced and composed advertisement is as rare as it is elusive. The men who are most successful at it, are, as a rule, unable to explain how they arrive at their decisions. They "feel" it. On the

scientific side, there are certain well-known observances. If a large, dark-colored illustration is placed at the top of a given space, with only light effects beneath, the display will be "top-heavy."

To drop a picture into an advertisement without regard to blocks of type, borders and headlines is to court an ungainly, a displeasing composition which is almost sure to repel or at least fail to pleasurably attract the eye.

There is a pronounced desire on the part of modernists to dissect an advertisement into at least six units and to build interest with continuity in a certain order. The reader should not be asked to "take in the entire display" at a glance. Rather, he should first concentrate upon that which is to make him desire to follow on through: an illustration, a title, a headline, an exclusive feature, given unusual prominence.

Composition can accomplish this. And balance is the delicate arrangement of the parts, in relation to their color, their strength, their inter-related tone values.

The window-dresser will tell you that an advertising page is not dissimilar to his own working area and there are often as many different things to place judiciously. There is as much difference in the makeup of advertisements as in show windows; they may be likened to the jumbled country-store window of the dis-

creetly dressed Fifth Avenue shop.

But is there some definite working plan, some scientific mode of operation, by which successful composition may be attained? We are not willing to concede this. It is not the sort of thing that can be taught in a book. Those

elements which enter into advertising are far too diversified. There are so few precedents that may be followed in other cases. Each advertisement is a new problem in itself, with its own set of unique complications.

There will be as many artistic, beautifully composed advertisements as there are men who intuitively feel their work as they go along and to whom it comes comparatively easy. The mere ad-carpenter will always make a botch of it.

Thousands of peculiar conditions arise in planning the ideal composition. A square half-tone at the top of the space, with ruled-border at the bottom, will look ungainly, disjointed. Silhouette the half-tone, as in the case of figures, for instance, and the composition will be satisfactory. And there

are just as many instances of poor composition when silhouettes are improperly employed.

It is a common practice for advertisers to have rough composition layouts made up, in advance, from which drawings of a finished character are made, type set, borders drawn, headlines lettered.

This "first floor-plan" is refined

## KAYNEE

WASH SUITS



### Well-dressed Youngsters

MUCH of the charm of each Kaynee Wash Suit lies in its simple simplicity . . . a distinctive Kaynee achievement in boys' tailoring.

Details that mark well-bred wash-suits are carefully worked out. Every button is first quality. All seams are lock-stitched. Three-cord thread is used throughout.

Materials are all dyed in the yarn to make them sunproof and waterproof—they will not fade. The styles and designs are exclusive.

"Let them grow up in Kaynees!"  
Companys, Blouses, Wash Suits,  
Shirts, Ties, Socks, Underwear,  
Pajamas, and Coverings.

The Kaynee Company, Cleveland, Ohio  
Over Thirty Years of Satisfaction

GOOD BALANCE IN HEADING,  
ILLUSTRATION AND TEXT

## When Advertisers Are "Hard Boiled"

The local retail merchant rarely does "general" advertising.

He has something to sell *tomorrow* when he advertises *today*.

So he buys space on a "hard boiled" basis—a show-me basis so far as the newspaper is concerned; for the newspaper that fails to produce results is immediately taken off the list.

Now.

*In June, 1921, the Chicago Evening American was the only Chicago newspaper to show a gain in advertising over the same month of 1920.*

Some of the hardest boiled retail merchants in Chicago made this possible by their growing appreciation of the ability of the Chicago Evening American to sell merchandise under all conditions.

**CHICAGO EVENING AMERICAN**

*Read by over 1,200,000 people every week day*



as it is completed, and alterations of radical changes made, as may seem expedient to the visualizer. It is a good plan, a safe idea, for it is elastic. But those first rough drafts may not be followed always, exactly as they were originally penciled.

We know one art department where completed proofs are cut into many small parts, the illustration, several blocks of type, a display line, a mortise border, a trade-mark, and the artist moves them about in the given space, in the hope that he may hit upon a better arrangement, an inspirational composition that might easily make the display many times more attractive, many times more efficient as advertising.

The slender half page is considered by some to be the most difficult to fill in a well-balanced manner. There is always the advertisement across the column rule to consider—there is competition. You never know exactly what the other fellow will do until the magazine is printed. It may be a delicate display, it may be solid black, with white superimposed text. Therefore, you must take all kinds of composition and illustration and weight for granted and build your own advertisement to hold its own, regardless.

Some achieve this by never using the full width of the space, and by leaving generous gutters of white marginal breathing-room. Still others make such bold and daringly large pictorial compositions that they need not fear the competitor's display.

Every rule of composition that applies to composite advertisements, containing the decorative, the pictorial and type, applies equally well to all-type display. If anything, it is more important here than at other times. Type is beautiful when wisely composed and distributed and there are innumerable cases where no illustration was necessary to complete a highly artistic and interesting effect.

It is the desire to say too much and use too many illustrations that

plays sad havoc with balance, with graceful composition. At best, advertising space is limited, cramped, and clean white paper is as much a necessary part of pleasing composition as the message. The advertisement that denies this privilege is apt to be ugly to look upon, difficult to read. Every part of it starts with a known handicap.

These are the unseen, the really thankless responsibilities of advertising. The hours that have been spent in securing the ideal composition are not known to the reader. He merely appreciates them, absorbs them, unconsciously, as we have said.

If copy is to be read, its setting must be advantageous. Nothing must detract from it. If illustrations are properly to perform their function they must fit into the scheme of things in a scientific way.

We are just beginning to appreciate what can be done with composition. The art is really in its infancy.

### Ford Motor June Output Record-Breaking

The June output of the Ford Motor Co. in the United States totalled 108,962 passenger cars and trucks, which is at the rate of 4,190 cars for each of the twenty-six working days. This is the high mark in the history of the company, breaking the May record by 7,486. The schedule for July calls for 109,000 cars and trucks.

The sales department reports that the demand for closed cars has been exceptionally strong, but that all models are in greater demand than production facilities can provide.

### Montgomery Ward Sales

The June sales of Montgomery Ward & Co. were \$6,806,143, against \$9,379,772 in June, 1920. For the first six months of this year its sales amounted to \$37,170,391, in contrast to \$59,298,492 in the corresponding 1920 period.

### New Head of Associated Clubs to Address New York Club

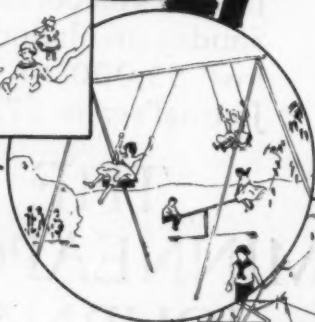
Charles Henry Mackintosh, the new president of the Associated Advertising Clubs of the World, will address the members of the New York Advertising Club, on July 26.



The latest A. B. C. statements also show that in the last four years, or since the price of Minneapolis newspapers was increased one cent, The Tribune has lost nearly 28,000 daily circulation to The Journal's 6,000, and in Sunday circulation has lost 53,000 to The Journal's gain of 7,500.

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormsbee*



# No Industrial Unrest *in your Southern Market*

The South solved the labor problem long ago. Solved it in the textile districts by cultivating the home and family instincts. Built colony houses for workers, provided playgrounds for their children.

The Southern workman is loyal. He "sticks." He earns good wages. He spends freely—for that is a Southern trait.

He probably has an automobile. He is interested in automobile accessories; good furniture; in household conveniences; in clothing. His wife is interested in equipment for her kitchen and dining room; in tempting new dishes; in laundering machines; in apparel for herself and the children; in jewelry; in musical instruments.

The Southerner works the year 'round,—for the South has no "off-season." And he buys the year 'round. Furthermore he pays cash, for he has the cash to pay.

Cultivate this market of more than 30 million. Reach it through the logical medium,—the Southern newspapers.



**Sell It South**  
**Through Newspapers**

**SOUTHERN NEWSPAPER  
PUBLISHERS' ASSOCIATION**

Chattanooga, Tenn.

# THE BROOKS DISPLAY CONTAINER (PATENT)

The public and your product should be introduced to each other at the dealer's counter, and sales constantly increased by the aid of the Brooks Display Container.

This container embodies many points of superiority. For confections, soaps, perfumes, pastes, extracts, accessories and many other classifications of merchandise, it is a selling help of great value.

*The size and shape of the Brooks Display Container can be varied to meet a wide range of requirements.*



**Attractive  
Simple in  
Construction  
Sturdy—sets flat  
Ideal for Shipping  
Correct Display  
Angle  
Large Advertising  
Surface**

## BROOKS BANK NOTE CO.

MANUFACTURERS

*Lithographed Folding Boxes*

*Labels*

*Window Display Advertising*

*Office Stationery*

**Springfield, Massachusetts**

**New York**  
100 Hudson St.

**Philadelphia**  
425 Sansom St.

**Boston**  
114 State St.

# Big Advertising Keeps American Sugar Abreast of the Fruit Crop

1921 "Save the Fruit" Campaign Has Advertising Lessons

By Roy Dickinson

THE American Sugar Refining Company believes in advertising. That is a short and obvious statement, but it is well at times to emphasize the obvious. If every company believed in advertising as much as the sugar company there would be more campaigns running full tilt to-day. Many a manufacturer says that he believes in advertising, but continues to look at it as something a little bit aside from his business, rather than as something built in as an integral part. This latter type of manufacturer wouldn't think of changing his entire accounting system overnight, nor would he think of withdrawing all his selling force from the road when sales are hard to get. But this same manufacturer may make absolute and fundamental changes in his advertising policy, or cancel his advertising contract when business is not so easy to secure as it was during the years just past.

It will be remembered that the American Sugar Refining Company some years ago made a million-dollar reserve for trademark advertising. This was a definite appropriation to reserve of one million dollars which could be used in hard times or when money was scarce in order to keep pounding home its trademark on the minds of the public. In taking this action the company was almost a pioneer in setting up a reserve to secure the permanency of its advertising policy, to the ultimate end that the company might be brought continually closer to the consuming public. It easily will be realized that a company which has sufficient faith in advertising to make this kind of a reserve, when it once decides upon a plan will stick to that plan, although untoward and outside cir-

cumstances make it difficult of accomplishment.

The present "Save the Fruit Crop" campaign, which is running in 347 newspapers in 168 cities and towns, and in car-cards in many cities, represents the sixth consecutive year of this kind of advertising. And it is the sixth time that the company has bucked a line of unusual sales resistance. A series of outside circumstances which had nothing whatever to do with the advertising nor with the company's policy has almost always conspired to rob the company of the full results of its advertising. One year it was the war, another year a railroad strike; another year a late blizzard; another year crop failures which seemed to conspire to hold up the full results of the educational campaign on saving the fruit.

THIS YEAR'S CAMPAIGN EXCELS ALL OTHERS

It is extremely doubtful whether the average manufacturer, having decided upon a policy which he believed was the logical and right one, would after six years be willing to go ahead again if every year some circumstance entirely outside of his own control had worked against him. Yet that is exactly what the American Sugar Refining Company is doing, and this year it is spending a great deal more money on its "Save the Fruit Crop" campaign than it ever has before. The executives of the company believe that they are working along the right principle in this particular part of their advertising campaign. They are not in business for one year or six years, but for many years to come, and one of them told the writer that they would continue the "Save the Fruit

"Crop" campaign for sixteen or twenty-five years if necessary.

The purpose of the campaign is that of calling to the attention of millions of people the tremendous importance of preserving the surplus fruit crop which must otherwise go to utter ruin. To carry out this campaign means the formation of intricate advertising machinery and brings up problems

the people there at that particular time to put up a supply of guavas or peaches for future use.

An elaborate schedule had to be worked out to foretell the advent of each fruit in each district throughout the country. In working out this schedule the American Sugar Refining Company did a thing which other manufacturers might well think about.

The Government had no exact chart showing when the various fruits ripen in each county and State in the United States. When the company asked itself whether there were enough apples in Missouri, for example, to advertise apple-butter time, there was no exact

and definite way it could tell, nor was there any way of telling the exact moment when fruits were ripe in every part of the United States. So the company evolved its own method of handling this problem. There were no exact data on the subject, so it went out to make its own. The maps for the advertising schedule which have been worked out, thus solve two questions.

On each page of the map of the United States the whole country is laid out in terms of strawberries, let us say. The total production in quarts for each State is noted on the map by a color scheme. A yield of five to ten per cent of the total crop for the entire country is shown in one color, one to five per cent in another and less than one per cent in still another. A separate chart then tells at exactly what time currants are ripe in Wisconsin or figs in Mississippi. Through these two charts—and it took a great deal of time and effort to work them out—the company knows exactly where and when

## luscious juicy pears



Remember, you can always fall back on canned pears when unexpected guests drop in!



2 lbs.  
**Domino**  
Cane Sugar  
Granulated



2 lbs.  
**Domino**  
Cane Sugar  
Golden Syrup

You can economize, too—for preserves are so nutritious and delicious that they take the place of expensive winter foods.

Use Domino Granulated for preserving. It comes to you clean, packed by machine in convenient sturdy cartons and strong cotton bags, proof against flies and ants.

### SAVE THE FRUIT CROP

#### American Sugar Refining Company

*"Sweeten it with Domino"*  
Granulated, Tablet, Powdered, Confectioners, Brown, Golden Syrup.

SUCH ADVERTISING HAS TO APPEAR WHEN FRUIT IS RIPE  
OR IT IS WITHOUT PURPOSE

which are common in other business and which in many other lines have not been solved.

The mechanical difficulties in a campaign of this sort resemble somewhat the train dispatcher's problem. When strawberries are ripe in San Antonio, the advertising matter in that city at that particular time has to remind and persuade the people of San Antonio to preserve strawberries during one or two weeks. When guavas are ripe in Tampa or peaches are on the market in Portland, Me., the space in the newspapers of those particular cities must be devoted to inducing



to run its advertising copy, and what kind of copy to run for that particular locality.

Just as it would be wasted effort to try to sell snowshoes or ear muffs in the lower part of Mississippi, so it is also a waste to advertise the preserving of strawberries there. A quick look at the map, however, will show that it is well worth while to advertise the preserving of figs in Mississippi, and another look at the key chart will tell exactly the date the advertising should be released in that locality. All through this double map and chart the sugar company has worked out a plan in merchandising a certain type of goods in a certain locality at a definite time which has a very broad application, in any special and timely merchandising plan.

A policy question which had to be worked out was the following:

It has been the problem of the company both to deliver its message about Domino Sugar and its various other products to the housekeeper and at the same time not to offend or alienate the company's big customer, the manufacturing canner, or other manufacturing customer. The man who buys in big lots is the company's great outlet, and yet at the same time the company feels that it must reach the household and come close to the final consumer. Here also the "Save the Fruit Crop" campaign offers a solution.

A tremendous amount of fruit is wasted every year through want of preservation, and the general public knows it. Acting along the line that forethought plus intelligence, plus Domino sugar will save this fruit, the company based its message to the housekeeper on this idea of conservation. It picked out the one big co-operative campaign which is possible and sold its product on that basis. Any woman who keeps house knows, of course, that she can use any other brand of sugar besides Domino to put up her fruit. Moreover, it might seem that the big canner would say to the sugar company, "Why

do you advertise in order to set up thousands of little competitors of mine in business? Why not advertise the value of canned fruit and let me sell them? I am your biggest customer after all. Why try to go over my head to the ultimate consumer?"

As a matter of fact, the American Sugar Refining Company has found that its big manufacturing customers realize that a "Save the Fruit Crop" campaign is going to help everybody. In the first place, it does not set up little competitors any more than postal savings banks would set up competitors for the big savings banks. Just as the one sells the idea of saving, so the other "Save the Fruit Crop" campaign sells the idea of preserving, and in effect makes more customers for the big manufacturing customers of the sugar company. It is an element of human nature that very few women of the country actually put up sufficient fruit to carry them throughout the long winter months. By educating the family to eat preserved fruits out of the home supply, it happens that the man of the family demands more when the home stock is gone and mother goes out to the corner grocery to buy more. Thus by building up a new habit the company can talk to its final consumer and at the same time make more business for its big customer, the manufacturing canner.

#### RETAILERS SEE CAMPAIGN'S HELPFULNESS

Also by picking out such a co-operative idea as saving fruit, the company helps every one of its local dealers. It is not difficult to show the corner grocer the advantage of tying up closely with the "Save the Fruit Crop" campaign. Any woman who decides that she is going to put up some peaches, plums, grapes or raspberries immediately becomes a potential and actual customer for such accessories as glass jars, rubber rings, paraffin and spices. Most of these accessories are sold by the average local dealer of the American Sugar Refining Com-



pany. Even the gas companies have in the past seen the value of tying-up with such a campaign. The "National Gas Bulletin" one year reproduced all the advertisements, to induce customers to can and so use more gas in boiling their kettles. Manufacturers of jars and other accessories tell their salesmen to boost the "Save the Fruit Crop" campaign. The local retailer is more apt to hook up 100 per cent with a national advertising campaign when he can sell other products as well as the manufacturer's own. One of the company's dealers wrote in a few weeks ago as follows:

"A number of my customers used to pass my place every afternoon on their way to the movies. Some of them had good-sized families, but these spring afternoons couldn't be resisted. Well, it was funny to watch their faces after I had put in my window display. I had several rows of Domino sugar in packages and bags, a good display of preserving jars and copies of the 'Save the Fruit Crop' newspaper advertisements pasted on the window pane. When these ladies saw that display they would pause in an uncertain way as if somebody had reminded them that they ought to be home putting up preserves for their children instead of going off to the show. Some of them dropped in for sugar and jars right away. Others had to pass the display several times before they got the message. Before very long a lot of them were talking canning and exchanging recipes with each other. I did a bigger business in sugar than I had ever done before. I don't know whether it was conscience or psychology, but it certainly stirred up my trade a whole lot."

With a train dispatcher's schedule to follow in the advertising, the tying-up of the sales force also becomes a problem. A special department attends to this in connection with the advertising, and every Friday night salesmen on the road send in reports of how they have co-operated locally. The men who do the best work

in getting the retailers upon whom they call to tie-up with the national campaign, are written about in the employees' magazine called "The American Sugar Family." Prizes in past years have been given to the salesman who did the best work in this essential tie-up work. The American Sugar salesmen in many localities actually go out and solicit advertising for the local newspapers. They will go to ten or twelve dealers in a town or city, all of whom are carrying sugar in stock, help them write their copy, help them get up their displays, and if possible get them all to run a co-operative page on saving the fruit crop. All these dealers with their copy are, of course, grouped under the big running head of the American Sugar Refining Company. The salesman also helps customers with window displays, recipe booklet, fruit labels, streamers, and all the other dealer help material which is sent out by the company.

The fruit label booklet, for example, gets Domino over and into the consumer's home in a great way. These labels are bright in color, easily readable stickers and are perforated at the edge so they may easily be detached. The preserving recipe booklet gives instructions for the making of delicious jellies, jams, preserves and marmalades. A concise preface to this book furnishes important information which helps to insure the best results.

The company is always on the alert for new ideas that will help its salesmen and the local dealers. A short time ago, for example, in PRINTERS' INK, the story of Rogers, the Atlanta retailer, was described. It will be remembered that he placed in his window a dramatic comparison of prices a year ago and to-day. In the window were actual products that a certain amount of money would have bought a year ago, and opposite were placed the actual objects which the same amount of money would buy to-day. The American Sugar Refining Company reprinted this plan and sent it out

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*Market City of the Richest Trade Territory*

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*Where Business is  
Done in Billions*

# Omaha

Omaha's volume of business has grown in twenty years from three hundred million to three billion dollars. Within the last ten years it has grown nearly four hundred per cent and in the last five years it has trebled.

The people of Omaha and the surrounding wealthy region have the buying power of double their number farther east.

Talk to them through the dominant newspaper of this section.

Our service department will cheerfully secure for you any information regarding this territory. Its only purpose is co-operation with the national advertiser.

*The* **WORLD-HERALD**

Away ahead of the rest in news, advertisements and home circulation.  
O'Mara and Ormsbee, Representatives, Chicago — New York

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# He's Getting Back

THE farmer is farther on his way back to many things-as-they-used-to-be, than any other man you know!

To begin with he didn't lose his job. He's been working every day—running his plant at full capacity. To do that he needs a lot of material and supplies and he is buying them. His crop this year is a big one—produced at a little more than half the cost of last year's. Right now farmers' wives are breaking all previous records for requests for Farm Life Patterns.

In fact—after a careful study of the farmer's recent buying—we know that in the case of things that have shown what he regards as a reasonable reduction in price he is buying

**SPENCER, IND.**  
**Farm Life**

# ao NORMALCY:

back as much as he ever did—more than he  
y other bought before the war.

That's why the farm business this year—  
He when everything is counted and checked-up  
t at full will be found to compare so very favorably  
lot of with the volume done in cities.

They are a process of natural selection—because  
duce like attracts like—the 850,000 readers of  
of last Farm Life are cheerful and optimistic. They,  
break more than any other farmers, have gone  
ts forward with their work and their purchasing.

THE FARM LIFE PUBLISHING COMPANY,  
Spencer, Indiana

THE JAMES M. RIDDLE COMPANY  
New York, Chicago, Detroit, St. Louis, Atlanta, Cleveland,  
Kansas City and San Francisco.

SPENCER, IND.  
**e Farm Life**

to its salesmen all over the country. Many of them immediately went to their local friends, the dealers, and suggested the use of the same plan in their own stores. Sugar certainly has come down, as every housekeeper knows, and this gave an opportunity for the dealer to make sugar a leader and to tie-up with his other reductions.

Thus in its action in finding out a merchandising plan based upon co-operation which it believes to be inherently right, and then sticking to it, the American Sugar Refining Company offers a lesson to manufacturers in every other line in the country. A blizzard, a war or a railroad strike really has no final and logical bearing upon the worth and value of a definite policy. Spending more money than ever before upon this plan and making it a definite part of the company policy, the American Sugar Refining Company has shown in a very tangible way that it believes in advertising. Moreover, a drop of several hundred per cent in the retail price of its product has not driven the company out of the class of big national advertisers. By showing retailers how to make this drop in the price of sugar a leader in visualizing the general price drop, the company has in effect turned what so many manufacturers consider a liability into a real advertising and sales asset.

#### A. G. Partridge with Star Rubber Company

A. G. Partridge has been made vice-president and sales manager of the Star Rubber Company, Akron, O. He was formerly vice-president and general sales manager of the Firestone Tire & Rubber Company.

#### With El Paso Printers

L. J. Herzberg, for two years in charge of typography for the Gardner Advertising Co. of St. Louis, has joined the staff of the McMath Printing and Lithographing Co. of El Paso, Tex.

#### Change of Name of "Millard's Review"

*Millard's Review of the Far East*, Shanghai, China, has been changed in name to *The Weekly Review of the Far East*.

#### Memorial Service for British Advertising Men

A dedication service and the unveiling of a memorial which has been erected in St. Bride's Church, London, to the memory of Britishers connected with advertising who fell in the war was held during the last week of June. On the day of the service many of the advertising agencies in London closed down for several hours in order to permit members of their staffs to be present at the services.

#### Advertises Metal Shoes to Workers

The American Metal Shoe Company of Racine, Wis., is starting upon a general advertising campaign including the use of farm papers, business papers and direct-mail literature. The object of the campaign is to popularize the use of metal shoes among farmers, miners and factory workmen. Copy will be placed by Frank B. White, Agricultural Advertisers' Service, Chicago.

#### Chevrolet Motor Moves Offices to Detroit

The general offices of the Chevrolet Motor Co., New York, a General Motors Corporation subsidiary, have been moved to Detroit. The executive staff consists of the following: K. W. Zimmerlied, general manager; K. T. Keller, manufacturing manager; Colin Campbell, sales manager; M. E. Coyke, production manager, and H. C. Tiffany, advertising manager.

#### Otto C. Mosley Joins Manternach Agency

Otto C. Mosley, recently of The Curtis Publishing Co., New York and San Francisco offices, and a former advertising manager of The American Sugar Refining Co., and Libby, McNeil & Libby, has joined The Manternach Company, advertising agency, Hartford, Conn.

#### C. B. Burnett to Leave Brotherton-Knoble Agency

C. B. Burnett, who has been vice-president of the Brotherton-Knoble Co., Detroit advertising agency, since the organization of the firm several years ago, has resigned, effective August 1. Mr. Burnett has made no announcement of his plans for the future.

#### H. Flamger with "Oil Trade Journal"

H. Flamger, formerly connected with the promotion department of the Cole Motor Car Company, Indianapolis, and of the Penton Publishing Company, of Cleveland, has joined the staff of the *Oil Trade Journal*, New York, in a similar capacity.

14, 1921

## British

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## Trade

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You can get BUNDSCHO typography for about everything you may want printed that is worth doing right—booklets, brochures, inserts, catalogues, circulars, etc., as well as advertisements. Lays them out and designs them himself, or works from your sketches or finished plans. Distance isn't any obstacle. Write him—talk it over.



J. M. BUNDSCHO  
*Advertising Typographer*

58 EAST WASHINGTON  
CHICAGO

HERE TYPE CAN SERVE YOU





### Relieve those Dreadful Callouses—

PERHAPS you know the day long hurt of callouses, and the sensitive throbbing at night when the shoes are removed.

But do you know that painful callouses on the sole of the foot are caused by the pressure of lowered bones, and—

Relief can only come when the pressure is removed and the lowered bone gently raised to its proper position and comfortably kept there.

There is only one device that brings instant and lasting relief from painful callouses—

## Wizard LIGHTFOOT

ARCH  
and CALLOUS

Made entirely of  
Lightfoot  
with just  
ligaments

Soft rubber  
that they  
natural pos-  
sion to be

Wizard Lightfoot  
Arch Builders  
are sold by mail  
are sold there in  
there is to each  
the Foot—no other



All  
Leather

Adjustable

All arches are different  
and must be made to  
the individual foot.  
Wizard devices are made to  
measure arches. These  
devices must be placed in shoes and  
lightly rubbed and in the next  
few days the arches will be  
properly raised.  
You can get Wizard devices with any  
amount of padding, felt or leather. They  
are in quantities.



Gently relieve the pressure  
that causes painful feet

YOUR tired, aching, burning feet are pro-  
pably

### Every month

SELDOM does an advertising  
spend its own money on  
In that respect, we differ from  
We have put our idea and  
to work in two separate business  
have been highly successful.

The Wizard Lightfoot Appliance Company is one of the best  
of them. Every year since it was started seven years  
ago, sales have increased substantially. The past  
twelve months are no exception. Not one single  
month since the bottom dropped out of business  
have Wizard sales and profits failed to show an  
increase over the same period of the year before.  
Four times this year the month's business has been  
greater than that of the previous month.

Wizard advertising has been maintained without  
interruption, which has helped sales—but better

## Gardner Advertising

Chicago

St. Louis



believe this  
dangerous foot condition



## mon shows gains

es an advertising agency actually  
own on its own ideas.  
t, we from most agencies.  
our id and our own money  
o separ businesses—and both  
hly suul.

pany is advertising is a policy of merchandising which  
seven yures the active co-operation of retail salesmen.  
r. The ard business goes on regardless of the condition  
ot one sin general business.

t we have learned in developing the Wizard  
ness has greatly broadened our service to other  
because it has broadened our experience in  
chandising and advertising.

would be glad to hear from manufacturers who  
interested in making their advertising and  
chandising do proper team work.

# Advertising Company

St New York

## can end the pain fallen arches

the torturing pain of fallen  
deep-in hurt that's with

when you relax, as the  
bones back to normal?  
pressure of fallen ar  
and the pain will

the bones to their  
place there—

RS

ward Light  
support that

the under-  
support position.  
ward products  
aid by leading  
old there is an  
there is no such  
of the Foot" a

Appliance Co.  
St. Louis, Mo.  
Ave., New York City  
St. Louis

### Exclusive Features

are different, all but are different. And in  
the most correct and complete, most in ad  
the conditions affecting the individual foot.  
The device are made with a series of vertically  
arranged supporting members. They are in  
ward feet with details of any curved thickness  
and it then will build a wonderful support to  
the exact height required and in the exact location  
needed to restore the bones to normal.  
No other device can equal the Wizard Adjustable  
overlapping plastic soleplate, which is patented.  
You can get Wizard devices with any material or  
padding to suit your needs. Before ordering or for a  
demonstration, please send for the Wizard device.



You make foods maybe. Or maybe you don't. But read this just the same.

Suppose you could get your food into the sportsman's mouth while he is on his hunting or fishing trip—while he is so keenly enjoying things.

Your food would get a lot of the credit.

And how about a shaving soap, or a pipe, cigar or cigarette, or a watch?

Yes, and a fountain pen—and a dozen other things we might mention.

Mention yours to yourself, and ask yourself whether it wouldn't be a good idea to advertise it in the magazines that red-blooded, clear-headed sportsmen—successful business men—read with devoted *interest* all the year 'round—the outdoor publications which reach 100 per cent men at the lowest cost per man.

**FIELD  
AND  
STREAM**

New York

**OUTERS'  
RECREATION**

Chicago

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# "Fight" Copy—Its Lesson for Advertisers

Each Writer Took a Different Angle in Writing His Assignment

By S. C. Lambert

**A**MONG the ninety thousand people who watched the recent international episode at Jersey City were a great number of writers. Newspapers from Copenhagen, Denmark, and Haskin's Corners had their special reporters on hand. And every writer had the copy writer's problem. Each one saw the same arena, the same crowd, the same fight. There were the same men to describe. Anyone could call Dempsey a bear or Carpentier a lily—some did. There was the broken thumb, the pine board arena, the tremendous spectacle. All the facts corresponded to the selling points of a commercial product for which the advertiser wanted something new in words. Each special writer had his audience to sell. He had, therefore, to arouse interest with his lead. The letter writer, the copy man, the advertiser, may therefore be interested in reading how the various writers reacted to the same facts, and how they dressed those facts to sell the readers of their various periodicals.

A rule has been suggested for copy writers to "begin at the beginning and end when you are through." I am going to set down a few beginnings culled from certain papers I happened to see on the day after the fight. No attempt is made to renew the controversy whether newspaper writers make good copy writers or vice versa, but merely to find out how these high-priced reporters interested their audiences—how they discussed their facts.

J. Ogden Armour is not usually thought of as a reporter. Yet this well-known Chicago financier and manufacturer made his maiden effort as a fight reporter on July 2. He stressed the moral side in his introduction in the Hearst papers

as follows (incidentally he placed the exact attendance at 90,001):

Is it right or wrong, this tremendous spectacle to which I thrilled this afternoon with 90,000 other American men and women? Is it worth all this breathless excitement shared not only by the crowds at the ringside, but by millions of people anxiously awaiting the news in every quarter of the globe?

He then led his readers through a discussion in which he approved of boxing as a great sport, but deprecated the knockout blow. Entirely different is the lead of Heywood Brown in the *New York Tribune*. He said:

Carpentier went down with his head up and his fists flying. He bled and fought to the end, which came in the fourth round.

It is easy to see which fact stood out in this writer's mind—and the one which he thought would interest his "buyers" most. And later this line appears:

We know that traditionally the Jacks and the Davids brought down their giants, but in those days there was no infighting.

Otto Floto in the *Denver Post* editorialized and put down an opinion in his introduction:

It was the day destined for the abysmal to triumph. It was the old story of the good big man beating the good little man. It was the story of a match well made being half won, for had Carpentier's shrewdness not deserted him when he signed the articles he could have insisted upon clean breaks and enhanced his chances a hundredfold.

Damon Runyon in many papers (I saw it in the Cincinnati *Enquirer*) translated his facts into household conversation. I think he had the women readers in mind:

Our Mary once had a little French doll all lacy and fluffy, and very pretty to look at. One day a bull terrier grabbed the doll. The sight of that

little French doll after the terrier dropped it, kept recurring to mind this afternoon as Georges Carpentier, of France, lay on the canvas floor in the fourth round, mauled by "Iron Mike," the right hand of Jack Dempsey.

Gambling, it has been said, is a universal instinct. W. J. Macbeth appeals to it as follows:

Georges Carpentier, heavyweight champion of Europe, light heavyweight champion of the world, and idol of France, took the long gamble and lost.

It is further recorded that one more blow, lucky or skilful, would have meant at least one million dollars in cash to the challenger.

Irvin S. Cobb, writing in the *New York Times*, turns, like so many advertising copy writers, to history for his lead:

It is recorded that once upon a time Aaron Burr, being challenged by Alexander Hamilton, bade Hamilton to meet him over in Jersey, and there destroyed his enemy. Yesterday afternoon also in New Jersey, history, in a way of speaking, repeated itself, which is a habit to which history is addicted. Challenger and challenged met and again the challenger lost the issue.

And then, before he sets down his facts by rounds, this genial writer carries his figure along—showing plainly where his sympathies were, by suggesting that in both battles the better man lost.

The Associated Press despatch was more like Old Man Specific. It told facts quickly:

Jack Dempsey is still heavyweight pugilistic champion of the world. A crushing right swing from the fist of the American fighter shattered the titular aspirations of Georges Carpentier in the fourth round of "The Battle of the Century" here this afternoon.

Natural history was apparently the inspiration for other writers. Igoo, in the *New York World*, said:

Dempsey, the grizzly, crushed Carpentier, the panther, to defeat in four rounds in Rickard's big pine fighting pit yesterday, but Dempsey can thank his steel jaw for saving the title.

A grizzly with a steel jaw might be called nature faking, but natural history inspired also Edwin C. Hill in the *New York Herald*:

Dempsey won because miracles are so rare. Slim, pale boys are not sent

out to beat down rugged men. The deer does not slay the lion, nor does the thoroughbred prevail over a bull with horns.

The bear motif for Dempsey was very popular in other leads, while Carpentier was called everything from a fairy prince and a feudal swordsman, to a lily of France and an enraged cat. The same imagination applied to a can of baked beans might produce unusual copy.

The theatre with its dramatic moments furnished other leads. Jos. Jefferson O'Neill's, for example:

Flat on the canvas midway along one edge of a white roped ring lay a slender-seeming, pale-appearing body. Face downward on the floor, it was, with the eyes and nose buried in a pair of wet, crossed gloves.

Also W. O. McGeehan's lead in the *New York Tribune*:

Dropped twice in the fourth round, Georges Carpentier lay a huddled and inert heap in the centre of the ring, while Jack Dempsey, the undisputed heavyweight champion of the world, leaned against the ropes in the Carpentier corner watching the motionless form of the poilu boxer until Referee Harry Ertle finished the second count. Then Dempsey carried the Frenchman to his corner.

Note the short sentences and moving action of Arthur Brisbane's lead in the *New York American*:

They are fighting. Carpentier lands the first blow. He is fast. His legs are powerful.

And Ring Lardner's humorous style:

The boss told me to write what I seen in the order named, so I will start with Bert Williams, who had arranged his season so as to be laying off to-day.

The humorous lead was also used by Jay E. House in the *Milwaukee Journal*:

Everybody said it was a great spectacle. They remarked it to their friends and neighbors and to strangers in adjacent seats. "It's a great spectacle," they said.

It seemed to me they had doubts about it and were trying to reassure themselves.

William Peet, in the *Pittsburgh Dispatch*, and an unnamed writer



## The Washington (D. C.) Star Is Uncle Sam's Home Paper

Practically every member of his great resident family is its regular reader—as diligent in the perusal of its advertising as its news columns—because of the conceded reliability of both. Advertising in The Star contacts the public of the Nation's Capital under the most favorable conditions.

You'll need only The Star to cover Washington, but you can do it only **WITH The Star.**

The National Newspaper at the Nation's Capital

# The Evening Star.

WASHINGTON, D. C.

Write us direct or through our

New York Office  
Dan A. Carroll  
150 Nassau Street

Chicago Office  
J. E. Lutz  
First Nat. Bank Building



on the Kansas City *Star* combined the spectacular opening and the Old Man Specific style. Mr. Peet wrote:

The most spectacular heavyweight contest probably in the history of the sport ended quickly in the fourth round when Jack Dempsey, the champion, knocked out Georges Carpentier, of France, after one minute and sixteen seconds, shooting out a powerful right that caught the Frenchman on the jaw as he was coming in.

#### The Kansas City *Star* said:

Georges Carpentier, striving desperately to tear the heavyweight crown from the head of Jack Dempsey, broke his right thumb as he struck the challenged on the jaw in the second round of to-day's fight in Jersey City.

Grantland Rice had some wicked lines. He called the knockout "the vast poppy field of unconsciousness." His lead was:

Human flesh and bone are still softer than iron. At 3.16 Georges Carpentier stood in the centre of the ring receiving one of the greatest ovations ever given a fighter. At 3.27 the Lily of France lay stretched out upon the resin, now only one of the broken blossoms of pugilism . . . his dream of conquest had come to this—a huddled, helpless object at the foot of the throne still guarded by a mandarin of the game.

And so every writer decided in his own mind what fact should come first and how it should be told. No two felt exactly the same about it. There are equal opportunities for variation of copy treatment in an automobile tire, alarm clocks, or kitchen cabinets. This fact is what makes good jobs for copy writers and also drives many a copy chief to an early grave.

The fight had copy suggestions and also one other lesson for big manufacturers. Did you ever consider how much all the pre-fight publicity was worth to the promoters? No other commercial event ever received so much publicity. Yet the promoter, Mr. Rickard, bought a very considerable amount of paid space to tell the public the facts about his venture. He realized, apparently, that paid advertising was necessary to get the American public to ex-

change its dollars for his bits of pasteboard.

His action has a broad general application. It applies equally to the Ladies' Aid Society's play at the Opera House, and to certain big companies with staffs of press agents, but not advertising appropriations.

#### Employees Advertise Thanks for a Holiday

Employees of the Harned & Von Maur department store of Davenport, Ia., on their own initiative recently inserted an advertisement in newspapers of that city thanking their employers for giving them a weekly half holiday during July and August. The advertisement read:

"An Expression of Appreciation. We take this means of publicly thanking the firm of Harned & Von Maur for their spirit of liberality and consideration which will enable us to enjoy a half holiday each Wednesday during the months of July and August.

"We pledge that our appreciation will not stop with mere 'Thank You' but that it will be reflected by the more cheerful, more efficient service which will be rendered to customers because of these additional hours of rest and recreation."

#### Milwaukee Starts Plans for 1922 Advertising Convention

A meeting of the Advertising Council of the Milwaukee Chamber of Commerce was held last week for the purpose of discussing plans and formation of committees for the next convention of the Associated Advertising Clubs of the World. The next meeting for this purpose will be held on August 3 when the council will be addressed by Samuel C. Dobbs, former president of the association.

#### American Wholesale Corp. June Sales Decreased

The June sales of the American Wholesale Corporation, Baltimore, Md., amounted to \$2,183,192, a decrease of \$156,611 compared with sales for June, 1920, \$2,339,803. Sales for the first six months of this year were \$15,424,758, a decrease of \$3,623,341, compared with sales for the first six months of last year, \$19,048,099.

#### H. E. Pritchard with New Orleans Agency

H. E. Pritchard has joined the Ferry-Hanley Advertising Co. in New Orleans. Mr. Pritchard has been with the New Orleans *Item* for several years in its advertising department. He was formerly with the Federal Advertising Agency of New York.

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# What the "A. B. C." Thinks About Newspaper Circulation

is well worth knowing. Read these pertinent extracts from recent advertisements of the Audit Bureau of Circulations:

"If you casually look at the first page of an Audit Bureau Report, jot down the 'Net-Paid Circulation' and let it go at that, you are going after bear with shotgun ammunition."

"Remember—it's not the readers you buy that count, it's the readers who buy your product. Know the circulation facts as well as the figures. Study A. B. C. reports before you buy, and get the most for your money."

"The buyer of space can now see through the mist of figures and measure circulation. With an A. B. C. report and a copy of the publication, he can weigh editorial influence and determine reader interest."

Follow the advice of the 'A. B. C.' and you will select the

ROCHESTER

**Democrat**  **Chronicle.**

for your campaign in the "Garden Spot of Western New York."

**"It Gets the Most Advertising Because It Gets the Most Results."**

**Service? Ask us!**

*Paul Block* Inc.

**Foreign Advertising Representatives**

**New York**

**Chicago**

**Boston**

**Detroit**

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"Producers and Manufacturing Consumers of Iron and Steel, Metals and Metal Working Machinery – the broad field commonly known as the Metal Working industries."

*Taken from A.B.C. Statement*

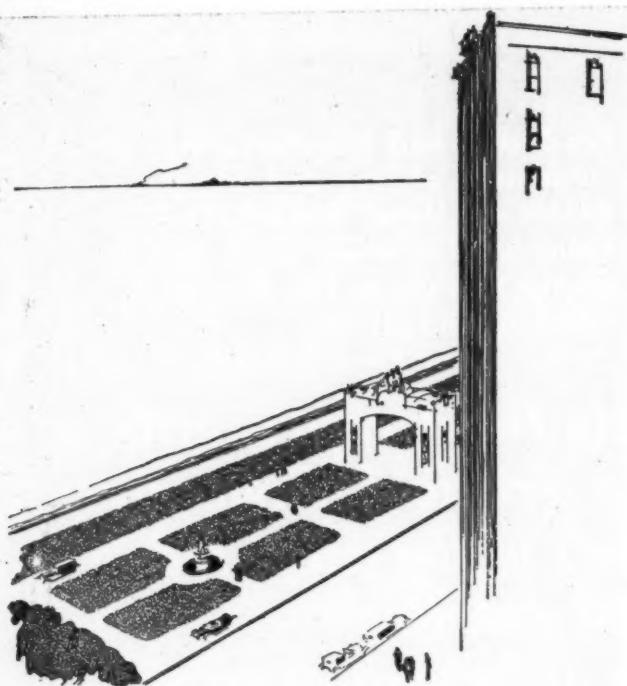
*This field represents the greatest single division of the entire Industrial market.*

*For information on selling it write "The World's Greatest Industrial Paper."*

**THE IRON AGE**

ESTABLISHED 1861

297-298 N. 5th St. New York, N.Y.



## Paper is part of the picture

Be sure to get a copy of our very interesting Strathmore Demonstration Set. Glad to send it to you. STRATHMORE PAPER COMPANY, MITTINEAGUE, MASSACHUSETTS, U. S. A.

Strathmore  
*Expressive Papers*



# Advertising Makes Men Want Even Life Insurance

Indiana Underwriters, in "Contribution Campaign," Bring New Angle into This Kind of Selling

THE Indiana Association of Life Underwriters has demonstrated that advertising can lift the selling of insurance out of the big stick class.

A successful life insurance man tells PRINTERS' INK that the average man does not want life insurance and that it practically has to be forced upon him. Away down in his heart of hearts he may realize that he ought to have it. He fully intends to get it some day. But his hold on life seems reasonably secure and he keeps putting it off in a manner that he would not think of applying to any other business transaction.

"A man will apply voluntarily for almost any other kind of insurance," said this agent. "He sees to it that his car, his home and his furniture are fully protected. But he seldom will give that much thought to his life insurance unless somebody calls on him and practically forces him to do so."

This is just the condition the Indiana insurance men are attempting with a considerable measure of success to correct by advertising. They have united in a newspaper presentation of insurance selling talk to the end that there may be created what might be called a consumer acceptance of life insurance.

An Indianapolis general agent for one of the large companies took one of the advertisements of the series to a prospect with whom he had had some preliminary talk and asked him to read it through. The man did so and signed up for a \$25,000 policy. The advertisement was headed "Will You Support Your Wife as Long as You Live or as Long as She Lives?" It presented to him a human-interest insurance argument that he hadn't thought about and that he never would get, through reading the financial statements of leading companies.

He had heard much about the great strength and performing power of various insurance organizations. Probably he had been assailed by life insurance agents with arguments galore. Who hasn't? But this modest printed message with its common-sense appeal, that had just enough of the sentimental without being sloppy, really presented to him a business reason for wanting more life insurance. As a business man he appreciated it and acted promptly.

Another salesman took the entire series of newspaper advertisements put out by the underwriters' association, laid them down before a prospect and asked him to read them. The man did so and in the reading sold himself on a good-sized policy.

The logical conclusion seems to be that printed advertising can bring to life insurance solicitation an element that cannot be imparted so advantageously in personal salesmanship.

## AN ASSOCIATION CAMPAIGN FOR LIFE INSURANCE

The Indiana Association of Life Underwriters was recently formed out of a number of associations in Indiana cities composed of general agents, agents and salesmen. It is affiliated with a national association. The advertising effort in question was financed by special contributions made by the members.

The campaign featured the word "Gamblers!" It started off in the newspapers with teasers to arouse interest and curiosity. The first teasers were run to suggest playing cards. "Gamblers! The Chances Are Against You" was the opening announcement. Next day the message was enlarged by an assertion "The cards are marked." Finally the teasers worked out into an advertisement headed "The Man Who Doesn't

Know," which told about the advantages of life insurance and was signed by the underwriters' association.

Other advertisements in the series had such headings as "Are You Betting Your Wife That You Will Make a Fortune Before You Die?", "You'll Need a Shock Absorber If Your Partner Dies Suddenly," and "900 Times as Many Chances to Lose." The word "Gamblers!" and characters from cards were featured in each.

No particular company was mentioned at any time, but the whole argument was in behalf of life insurance in general.

As part of the big boosting plan, a life insurance sales congress, attended by agents and salesmen from all over the State, was held in Indianapolis. The teaser advertisements were timed so that the main advertising campaign broke on the day the congress convened.

The general effect upon insurance salesmen has been favorable in that it presented them with new selling arguments, many of which were prepared from the standpoint of an outsider.

### Are These Chickens Coming Home to Roost?

AUTOMOBILE DEALERS' ASSOCIATION OF  
PORTLAND, ORE., June 14, 1921.

Editor of PRINTERS' INK:

Throughout the country are thousands of automobile merchants who will second that editorial of May 19 entitled "A Contract Is a Contract," provided, however, that the great manufacturing organizations dependent on these dealers will see the error of their ways in the past.

There is little doubt that dealers are cancelling carload orders every day, and in some cases refuse to take up their shipments after they have been sent to their locality. Factories threaten to cancel their contracts and otherwise penalize dealers who fail to live up to their contracted obligations, but the trouble is that the dealer himself no longer values his end of the contract.

The result is, of course, equally disorganizing to both the manufacturing and selling field and makes the price disturbance more acute.

There is a genuine need of confidence in the belief that the far-seeing factory will recognize the problems of the dealer and that the dealer in turn will help in the marketing plans of the factory, which in turn determine production and buying on its part.

While your editorial points out the seriousness of the failure on the part of the retailer to accept goods ordered and manufactured in good faith, the dealer points out the seriousness of the failure of dozens of great factories to carry out their contracted obligations in the strenuous years we have just passed.

Some dealers hail the opportunity to get back at the factories with ill-concealed pleasure. It's the wrong attitude, of course, in these times, and yet anyone connected with the business knows that the dealer, too, has suffered through several years of having to take what the factory wished to hand him, regardless of explicitly expressed contract terms.

After having watched his money go up the flue in passing to the public the technical mistakes of the factories and spending his own good money in trying to cover up on such errors, as more than one dealer has to do, after having handled hundreds of carloads of machines, possibly totally unsuited to his market, when his contracts called for stuff which he could have used and to which he was entitled, the dealer who today foregoes his delivery is in a sense adding the balance to a situation in which the factories are as much to blame as the retailer. It was the factories which taught the dealer first that a contract meant nothing, provided it suited either of the parties to that contract to sidestep its provisions.

AUTOMOBILE DEALERS' ASSOCIATION OF  
PORTLAND, OREGON.

RALPH J. STAEBLI, Secretary.

### Boston Ad Women Elect Officers

The Advertising Women's Club of Boston has elected the following officers: President, Miss A. Frances Hanson, sales promotion service; vice-president, Miss Anna M. Quinn, Butterick Publishing Company; secretary, Miss Marie F. Toner, United Drug Company; treasurer, Miss Mary V. Gardner, E. T. Slattery; directors, Miss Laurice T. Moreland, George Batten Company, Inc.; Miss Agness Hassett, Miss Helen F. Kent, Louis Fabian Bachrach, Inc.; Miss Josephine Sullivan, Walton Advertising and Printing Company, and Miss Anna Mahoney, Wm. Filene's Sons Company.

### Daily Newspapers Appoint Representatives

Carpenter & Company, publishers' representatives of New York, Chicago and Kansas City, have been appointed to represent the Jefferson City, Mo., *Evening Post* and the East Stroudsburg, Pa., *Daily Press* in the national field.

### Joseph M. Graffis with "Golf Illustrated"

Joseph M. Graffis, recently vice-president and advertising manager of *Golfers' Magazine*, Chicago, has become Western representative, at Chicago, of *Golf Illustrated*, New York.

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# 750,000 MEN

## BUY COLUMBIA

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The average age of the 750,000 men who buy COLUMBIA is 33 years—every subscriber is over 18 years of age.

At 33 years a man is in the prime of active life, making money, spending money.

Unlike any other medium COLUMBIA gives the advertiser of anything bought by men a 100% vigorous men's circulation for a rate based on men exclusively.

**750,000 MEN—A MARKET**

*Write for information*

# COLUMBIA

*National Monthly Published by Knights of Columbus*

WARREN KELLY, Adv. Director  
105 West 40th Street, New York

SEARS & IRVING, Western Representatives  
Peoples Gas Building, Chicago, Ill.

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urban markets at a cost of two and a half cents per year

every other car of our list, from the Atlantic to the  
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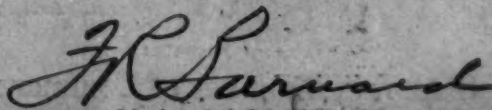
realize the necessity now more than ever of keeping their  
products in actual color before the consumers every hour  
and the cost of street car advertising makes that possible.

street car lines very closely follow the actual lines of  
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manufacturer who is accepted as one of the most successful ad-  
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in his five-year contract for a card in every car on our list.

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for yourself.

STREET RAILWAYS ADVERTISING CO.

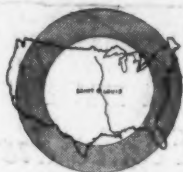


National Advertising Manager

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*Ship from the Center—not the Rim*

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## St. Louis Is Solving Business Problems

**A**S THE United States emerges from the readjustment period, business will become more and more a matter of keen competition. Economy of manufacture and distribution will be the determining factors in both extension and retention of markets. Competition with foreign makers as well as with American products is to be met with goods manufactured and distributed at lowest costs.

The tendency of modern business is to eliminate unnecessary handling of goods. If you are reaching your raw materials and your markets from the edge of things, instead of from the center, you are doing business at a disadvantage. The history of successful manufacture and the greatest net earnings throughout the world have shown a movement toward the centers of raw materials, assured fuel resources and nearness to consuming markets.

The far-sighted heads of industry who are looking to the future and are solving the problems of production and distribution NOW will be the successes of the prosperous days ahead.

The map above shows why St. Louis is the center of economical

production and distribution. No other metropolis with equal distribution facilities is so close to the basic materials, fuel resources and the large consumption of finished products. St. Louis is the market of the Mississippi Valley, Middle West and Far West, the most rapidly developing territory in the United States.

St. Louis manufacturers reach two-third's of the country's buying power with a shorter freight haul and better service via 26 railroads and the Mississippi River than those of New York, Chicago and other big industrial points—besides shipping on one bill of lading to the ports of the world via U. S. river service, at 20% under rail rates.

*In looking to the future, our booklet "St. Louis as a Manufacturing Center" will help you. A letter will bring it. Address*

**General Secretary**

**St. Louis Chamber of Commerce**

**St. Louis, U. S. A.**

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# Big Business Behind Fruit Industry

Corporation with Ten-Million-Dollar Capitalization Will Stabilize Market and Find New Outlets for Western Crop

By Willis Brindley

AT a time when canned goods manufacturers and jobbers are finding it exceedingly difficult to market their wares, the leading bankers and capitalists of Seattle, Portland and Tacoma, after mature consideration at a series of meetings, have decided upon a ten million dollar corporation to take over the fruit business in western Washington and western Oregon.

The story is of particular interest to advertising men, because of the fact that advertising has been in large measure responsible for the remarkable growth of the bush fruit industry during the past few years, and because advertising as a selling force is part of the definite programme of the new corporation.

It is no new thing for co-operative associations to find themselves in trouble. When an association gets into financial difficulty, there are many meetings, and much talk, but mighty little action.

Within the past two or three years the berry industry has got out of the association class into the advertising manufacturer class, and now, with the need for additional capital to handle an increasing business evident to everybody, the banks, and individual capitalists, are giving the situation their best thought, and backing the fruit business with fresh capital.

For twelve or fifteen years the farmers of the Puyallup Valley, operating canning plants at Puyallup and Sumner, in western Washington, put up fruits of good reputation with the trade, but nobody heard much about it, nor paid much attention to it.

Finally, about two years ago, the Puyallup and Sumner Fruit Growers Association outgrew itself, sold its properties to the Puyal-

lup and Sumner Fruit Growers Canning Company, and the canned fruit business, and more especially the pure jam business, got on the business map of the United States.

Paul's jam, nationally advertised, sold at once by the hundreds of thousands of cases. The Puyallup and Sumner Fruit Growers Canning Company in 1920 did a five million dollar business, spending nearly three million dollars for fruits and for labor.

Folks generally, in the nearby cities of Seattle and Tacoma, have started to appreciate the berry industry, since it has started to advertise. At Christmas time in 1919, 10,000 jars of Paul's jam were mailed to friends and relatives back East. The cannery people were elated. In 1920, the same plan—a jar of jam anywhere, postpaid, for one dollar—without the advantage of novelty which it had enjoyed on its first trial, worked to the tune of 85,000 jars. In the interim, Paul's Jam advertising had appeared in many general mediums.

A valley man, such, for instance, as the writer of this article, is introduced to a stranger, and his habitat explained. Instead of looking puzzled, the stranger says, right away:

"Oh, yes, that's where they make the jam. Say, tell me, this man Paulhamus is a pretty big man, isn't he?"

In Oregon the situation has been a good deal the same. The Oregon growers go in more for loganberries, and the Oregon product has been most widely advertised in the form of loganberry juice, under the trade name Phez, which also has been applied to jams and jellies.

The interest in the berry industry which has been aroused



through advertising, has seen expression also in a tremendous boom in berry lands. City folks have been flocking to the valley, and, in 1919 and 1920, they paid very high prices for developed farms. The owners of such places, having sold out, generally take a trip somewhere and then come back, buy a place not yet planted, and proceed to set out berry plants.

While the Puyallup and Sumner Fruit Growers Canning Company has done more business than all other plants combined, the company has not had the berry business to itself, not by a jugful! Competition in buying of berries has been keen during the past two years. Two competing canneries are located in the valley, and several buying agencies, presumed to represent large purveyors of food products, have handled a lot of fruit. The plan of these buying agencies has been to put the fruit into cold storage, and ship it at a convenient time to jam makers.

The berry grower has, of course, been the big winner in the scramble. Field men have begged him to contract his crop. The story goes that, in 1918, the P. and S. company went down into Oregon for berries, and that an Oregon canner warned the company off with a threat to come up to the Puyallup valley and bid up the price of red raspberries. The P. and S. people paid no heed to this, and in 1919, the Oregon packer made good his threat by coming into the valley and stepping up the price to a figure four times the pre-war price paid to growers. That this particular company is in the hands of a receiver, is just a sidelight on the berry business.

At the time of the 1921 inventory, cannery owners generally found themselves long on stock, with the market slipping fast. It became a fine time for associations, or scantily-capitalized companies, to go broke.

Instead, the Pacific Northwest financial interests have stepped in, and the result is that, out of a group of associations, and a com-

peting aggregate of comparatively weak companies, there is being formed a company big enough to handle the entire fruit business in western Washington and Oregon.

And when the company gets under way, there will be big advertising, both for the sake of moving the crop, and for the sake of advertising the country. It is claimed that California has been glad to take over, and handle under a California label, a great deal of Oregon fruit.

Now that a few folks have pioneered the way, and have proved that canned fruit and jams can be advertised, and sold through advertising, everybody wants to get back of the berry industry.

"People eat five times as much jam in England as they do in the United States," said W. H. Paulhamus, president of the Puyallup and Sumner Fruit Growers Canning Company. "No reason at all why we can't make America a nation of jam eaters. Jam is good stuff, and we can make it better in a modern factory than the housewife can make it at home, and sell it to her cheaper."

### Growth of Silk Industry

In a preliminary statement of the 1920 census on silk goods in 1919 the information is given that such goods were valued at \$688,946,000 compared with \$254,011,000 in 1914. Other establishments properly classed in the knit goods industry reported products made from silk valued at \$207,370,000 in 1919 and \$41,261,000 in 1914. The character of the knitted silks with their respective values, of which the above totals are composed, is shown respectively for the census of 1919 and 1914, in the following: Hosiery, \$98,333,000 and \$29,793,000; underwear, \$13,562,000 and \$2,808,000; fancy knit goods (including sweaters) \$88,926,000 and \$5,042,000; knitted cloth, \$6,437,000 and \$2,739,000, and thread, yarn etc., \$112,000 and \$879,000.

### Kresge Six Months' Sales Increased Over Two Million

Sales of the S. S. Kresge Co., chain store system, for June, were \$4,245,317, an increase of \$211,689 over the same month last year.

Sales of this system for the six months ending in June of this year were \$24,194,750, an increase of \$2,033,597 over the same period in 1920.



VANDERHOOF

& COMPANY *General Advertising*

VANDERHOOF BUILDING • • 167 E. ONTARIO ST., CHICAGO

## Placing a latchstring on the jeweler's door

*How a small per capita appropriation is making  
the Jeweler the Gift Counselor to the Nation*

You visit your jeweler's less often than  
any other store. Therein lies his problem.

To incite a new impulse, to extend you the  
hand of hospitality, we are using as a basic  
argument, "Let Your Jeweler Be Your  
Gift Counselor," in our campaign for the  
National Jewelers Publicity Association.

Co-operative advertising invariably em-  
braces uncharted lanes—to be ventured  
only with the counsel of experienced guides.



*"Let Your Jeweler Be Your Gift Counselor"*

*These 16 Canadian Cities  
Covered By 22 Canadian  
Newspapers Influencing  
1,700,000 Canadian  
People*

Canadian citizens buy advertised goods. They read their Daily Newspapers closely and continuously. They buy necessities, luxuries, novelties, quite as freely as prosperous Americans.

They are accustomed by years of habit — by close proximity to the United States — to buy U. S. goods readily. The fact that there are scores of nationally prominent U. S. products now selling in Canada is the best proof of this, and is a tribute to the foresight of American advertisers.

But Canadians do not regard American advertisements as addressed

specifically to them until they see them in their own publications.

This is why every U. S. manufacturer who has been successful in the Canadian market, has been a large buyer of space in

## The Daily Newspapers of Canada

These are the Newspapers that the U. S. manufacturer should and *must* use if he desires to cultivate and obtain the buying friendship of these 350,000 Canadian families.

Write direct to these Newspapers or ask your Advertising Agency for data concerning them.

Place	Population	Paper	Place	Population	Paper
Charlottetown, P. E. I.	12,000	M. & E. Guardian & Examiner	St. Catharines, Ont.	10,800	E. Standard
St. John, N. B.	64,305	M. & E. Telegraph & Times	St. Thomas, Ont.	20,000	E. Times-Journal
Montreal, Que.	201,216	M. Gazette	Winnipeg, Man.	190,947	M. & E. Free Press
Quebec, Que.	116,850	E. La Patrie			E. Tribune
Sherbrooke, Que.	23,493	E. Le Soleil	Regina, Sask.	42,000	M. Leader
Hamilton, Ont.	110,137	E. Telegraph			E. Post
Kingston, Ont.	23,700	E. La Tribune	Saskatoon, Sask.	31,304	M. & E. Star & Phoenix
London, Ont.	60,000	E. Herald	Calgary, Alt.	75,000	E. Herald
		E. British Whig	Edmonton, Alt.	65,000	E. Journal
		M. & E. Advertiser	Victoria, B. C.	60,000	M. Colonist
		M. & E. Free Press			E. Times

*Spend 10% of your U. S. advertising appropriation in Canada—beginning at once!*



One of the  
biggest things  
a Business Paper  
has ever done  
for the field  
it serves

**The  
CONFECTIONERY  
& ALLIED INDUSTRIES  
EXHIBIT**

**Second Floor, Wrigley Bldg.  
CHICAGO**

Conceived and promoted by and under  
the supervision of

*The Three Leading Candy Papers*

**CANDY FACTORY**

*For the Confectionery Manufacturer*

**CANDY JOBBER**

*For the Jobbing Confectioner*

**CANDY & ICE CREAM**

*For the Retail Confectioner*

Publication  
Headquarters

**WRIGLEY BLDG., CHICAGO**

47 W. 42nd St.  
NEW YORK

Twelfth Bldg.  
SAN FRANCISCO

**Live Wire Papers in a Live Wire Field**

### Goes with King Coffee Products Corporation

William H. Longstaff, assistant to the director of sales and advertising for Frederick Stearns & Company, manufacturing pharmacists of Detroit, has resigned. He will be advertising and sales promotion manager of the King Coffee Products Corporation, Detroit, manufacturer of minute coffee and Coffee Pep, a new coffee drink. An advertising campaign will be started shortly. The Power, Alexander & Jenkins Company, Detroit agency, will handle the advertising account.

### New Account for Philip Ritter

The Bertley Company, New York, maker of "Zip" and "Madame Berthe" preparations has placed its account with The Philip Ritter Co., Inc., New York. A newspaper campaign is planned for New York City. A general magazine campaign is under way.

### Los Angeles Chamber of Commerce Will Advertise

The Los Angeles Chamber of Commerce, industrial bureau, has placed its advertising appropriation with the Los Angeles office of the Lockwood-Shackelford Company, San Francisco. Newspapers and trade journals of the Pacific Coast will be used.

### C. M. Young with Automobile Club of St. Louis

C. M. Young, formerly connected with the advertising staff of the St. Louis *Post-Dispatch*, has been made business manager of *Apropos*, a monthly magazine published by and under the direction of the Automobile Club of St. Louis.

### Schiele Agency Advances M. S. Rippey

At a recent meeting of the stockholders and officers of the Schiele Advertising Company, St. Louis, Milton S. Rippey was elected secretary of the company. He will continue as office manager in addition to his new duties.

### Made Manager of St. Louis Office of "The Billboard"

Allen H. Center has been made manager of the St. Louis office of *The Billboard*. He has been with the Chicago and St. Louis office of this publication.

### Shoe Account with Federal Agency

The account of I. Blyn & Sons, shoe stores, New York, has been placed with the Federal Advertising Agency, Inc., New York.

### "Automotive Electrical Engineer," a New Trade Paper

*Automotive Electrical Engineer* will be the name of a new publication which will appear in September. It will be devoted to the starting, lighting and ignition branch of auto-mechanics. It will be published in Chicago by a company headed by J. F. Knebel who for a number of years has been engaged in trade paper publishing work. The other officers will be: J. G. Robel, former chief of the service department of *Electrical Review*, and now president of the Robel-Bryant advertising agency, vice-president, and L. B. Mackenzie, president and editor of *The Welding Engineer*, and "The Welding Encyclopedia," secretary and treasurer.

### Appointments by "Farm Light and Power"

*Farm Light and Power*, which was recently purchased by the publishers of *Fire and Water Engineering*, New York, has announced the following appointments: Charles B. Hayward, president of the company, will be managing editor; George W. Ward, vice-president and advertising manager; A. Stirling Smith, treasurer; I. H. Case, secretary; Karl M. Mann, general manager.

Harry B. Boardman has been appointed Western manager with offices in Chicago, and F. K. Kretschmar is to be New England manager with offices in Boston.

### Better Business Bureau Conference at Denver

A conference of secretaries and managers of thirty-two Better Business Bureaus and Commissions and of officers of the National Vigilance Committee will be held at Denver, Colo., September 20-22.

At this conference action will be taken on a plan that seeks to unite the bureaus and the national committee in one organization.

### Mexico Opens Agricultural Show in California

The Mexican Government has opened at Los Angeles, Cal., its first permanent agricultural exhibit in the United States. It consists of Mexican products from all parts of the republic. Government officials are in attendance to furnish information.

### S. S. Wolfson Joins Millwood & Brackett Company

S. S. Wolfson, recently sales manager of the Eastern Parts Manufacturing Company, Inc., New York, has been made general manager of The Millwood & Brackett Company, Inc., Des Moines, Ia.

# You Can Sell Cars To *This* Market

**M**ANY sales formulas are being tried in 1921 to overcome the nation-wide buying shyness of the public.

Of them all, this is the only one that has been sure-fire in almost every case:

"Intensive selling in the logical market."

Many sales records have been broken by using this method—even records that were set during the peak of the boom times.

So why not apply the same formula to the selling of automobiles? The simplest analysis will reveal the logical market.

Now, the market for cars is narrower than it was in 1919 and 1920. The broad general market, in which almost anybody was a prospective buyer has lost much of its importance. The Pedestrian Monday-Car Owner Tuesday days are over—for a while at least.

You in the automobile business will find today that your logical market, the certain market, is among persons whose interest in cars is *certain*—motor car owners.

And it is car owners, real enthusiasts, who compose the audience of that group of specialized publications known as the Automobile Class Field.

The owners who read such magazines regard them as motoring Bibles. They depend on them

for all information pertaining to automobiles, their equipment and operation.

Every reader is a 33rd degree motorist.

\* \* \* \* \*

The artificial automobile market has been deflated. Because of this sales are smaller. Smaller sales mean smaller production. Both together mean smaller advertising appropriations.

A small appropriation must be carefully spent in order to buy the greatest value for every dollar. How will you spend *your* appropriation?

Will you first select a list of general media to reach the *uncertain* general market at a certain high cost—and then take what's left for the Automobile Class Field?

Or will you reverse the processes, making the big drive *first* on the certain, logical market, reached by the specialized group?

This is not an attempt to inspire entire neglect of the general field. But business conditions dictate that it be relegated to a secondary position.

\* \* \* \* \*

Motor is the leader among Motoring Publications. Any of our representatives can tell you why.

# MOTOR

119 WEST 40TH STREET

Detroit Office  
1407 Kresge Bldg.

Western Office  
Hearst Bldg., Chicago



### Lord & Thomas Reorganized

The reorganization of Lord & Thomas, Chicago advertising agency, made necessary by the retirement of A. D. Lasker to become head of the United States Shipping Board has been completed. Claude C. Hopkins now is president, W. T. Keister, vice-president and secretary, and Herbert P. Cohn general manager and treasurer. Mr. Lasker's stock ownership in Lord & Thomas remains unchanged and he expects to resume active connection with that business after he has finished the task to which the Government has called him.

### Death of Willard N. Record

Willard N. Record, general manager and vice-president in charge of the Chicago office of Albert Frank & Company, died in his fifty-fifth year in New York on July 8.

Mr. Record had gone to New York on a business trip and succumbed to an attack of heart failure the day before he expected to return to Chicago. He had been associated with Albert Frank & Company for eighteen years. Before his connection with this agency, he had been engaged in newspaper work in Chicago.

### Milwaukee Hotels Advertise for Motor Tourists

An advertising campaign has been undertaken by The Milwaukee Hotelmen's Association to attract automobile tourists to the city. Several thousand dollars are to be invested in advertising in Chicago and other cities within motoring distance of Milwaukee. The advertisements are signed by eighteen of the Milwaukee hotels.

### L. G. Nicolai with "Indiana Daily Times"

L. G. Nicolai, has resigned his position with the St. Louis *Times* to become general manager of the *Indiana Daily Times*, Indianapolis. He succeeds John H. Lederer, who was recently made publisher of the *Wisconsin News*, Milwaukee.

### Death of John W. Donohue

John W. Donohue, member of the firm of M. A. Donohue & Company, Chicago publishers and printers, died last week in that city. Mr. Donohue was of the third generation of that family of publishers and had just entered active business life.

### G. U. Klemme with St. Louis "Post-Dispatch"

G. U. Klemme, for the past several years connected with the St. Louis *Times*, has joined the advertising staff of the St. Louis *Post-Dispatch*. He will be in charge of the automobile advertising department.

### Dairymen's Association Opens Advertising Campaign

"The Cows Don't Know and We Can't Tell Them" is the theme of the first advertisement in the series just launched in New York City newspapers by the Dairymen's League Co-operative Association of Utica, N. Y. The copy in this first advertisement explains to consumers why milk prices may be expected to vary according to the seasons of the year in obedience to the law of supply and demand.

"In the spring of the year," it is set forth, "when the grass is green and the weather begins to get warm, the cows give a lot of milk."

"During the summer and through the fall and winter they don't give as much milk."

"People may want as much milk. They may want more, but that doesn't make any difference to the cow. You can't tell her, 'That's enough' in the spring, and 'A little more, please' in the fall. . . ."

"When the milk farmer and the milk drinker know each other a little better, there will be less misunderstanding about this very necessary and valuable food."

The milk producers of New York State conducted a newspaper advertising campaign once before. This was in 1917 when their organization was known as the "Dairymen's League." The membership was then 32,000.

The Dairymen's League Co-operative Association, Inc., was organized last year for the purpose of carrying out collective marketing according to a pooling plan, on a non-profit basis. It has more than 50,000 members.

### How One Business Executive Regards the "Monthly"

THE UFSON COMPANY

FIBER BOARD AUTHORITIES

LOCKPORT, N. Y., July 7, 1921.

Editor of *Printers' Ink Monthly*:

I have just finished reading the July issue of your publication.

It is certainly a good one! Every executive and every sales manager ought to read it. It contains a host of helpful, profitable hints and suggestions.

THE UFSON COMPANY,

W. H. UFSON, Jr.,

Secretary.

### Orrin E. Dunlap, Jr., with Hanft-Metzger

Orrin E. Dunlap, Jr., of Niagara Falls, N. Y., has joined the staff of Hanft-Metzger, Inc., New York. During the war. Mr. Dunlap served at the Government Radio Station at Bar Harbor, Me., as a radio operator.

The S. C. Beckwith Special Agency has been appointed national representative for the Elmira, N. Y., *Advertiser* and the *Elmira Sunday Telegram*. This agency has also been made representative of the *El Dorado News*, Dorado, Ark.

To quote from a recent advertisement of the Audit Bureau:

"The modern Space-Buyer is going to throw aside preferences and prejudices and dig deep into the merchandising value of every publication which appears on his schedule. He is going to make an advertising dollar work harder than it ever worked before.

Scientific Space Selection will be his creed.

To jot down figures on 'Net Paid Circulation' will no longer suffice. How that circulation was obtained, where it goes, to whom it goes, and why it goes, must all be answered before the purchase of white space is begun."

*The best that FARM AND HOME can ask for itself is the painstaking study of all the facts contained in the A B C reports—in a word, that you make the most of your membership.*

*Ask for a complete analysis of FARM AND HOME's A B C record.*

*note that word home*

# FARM AND HOME

*The National Magazine of Rural Life*

**PHELPS PUBLISHING CO., Publishers**

DAVID R. OSBORNE, Advertising Manager

**SPRINGFIELD, MASS.**

5 South Wabash Avenue, Chicago

461 Fourth Avenue, New York

Oneda Building, Minneapolis, Minn.



# SYSTEMS

Prepared by The H. K. McCann Company

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# Impressions

VOICES, colors, figures—all create impressions that sway conclusions.

Stationery likewise makes certain impressions—impressions that seem to mirror the character of the individual—or the organization—whose signature is on the letter. Thus good stationery is a real business asset. At all times it conveys the right thoughts—suggests the better business qualities.

No one is a better judge of paper values than your printer. Ask him about an order of letter-heads and office forms on Systems Bond. Get a sample, and note the brisk crackle and the compact, rich texture. Then get the price!

Systems is a business bond of reasonable price, yet it has a generous content of rag, assuring *uniform* quality. Also it is very carefully *seasoned* by loft-drying.

Systems Bond is the standard bearer of a comprehensive group of papers—a grade for every bond and ledger need—all produced under the same advantageous conditions—and including the well-known Pilgrim, Transcript, Manifest and Atlantic marks.

EASTERN MANUFACTURING COMPANY

501 Fifth Avenue

Mills at Bangor and Lincoln, Maine

New York, N. Y.



# BOND



*The Rag-content Loft-dried Paper  
at the Reasonable Price*

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**O**NE naturally associates exquisite printing with Foldwell coated paper—so surpassingly beautiful are the impressions left upon its specially prepared surface.

The master printer and the experienced advertiser are no longer particularly surprised over excellent work done on it. They expect this—they depend on it—and they are always satisfied.

To what other paper can one turn with the same absolute assurance of perfection in reproduction? To what other paper can one turn, con-

fident that even after folding, unmarred beauty will persist in the printed piece?

These are Foldwell advantages. They can be profitably used by those who want their printed pieces to make telling impressions.

If you would like to test our paper we will gladly furnish samples for the asking.

CHICAGO PAPER COMPANY, Manufacturers  
870 South Wells Street, Chicago

Distributors  
in all  
Principal Cities

**Foldwell**

Coated Book  
Coated Cover  
Coated Writing

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# How Nujol Was Advertised into Success

The Story of a Business Founded on an Undeveloped Market

By Martin Hussobee

**I**N a way, Nujol was a War Baby. One should perhaps say, War Orphan, to be correct. Of course at that time it was not Nujol, and at a casual glance it did not seem to be anything you would be likely to write to the old folks at home about.

But our concern is not so much with Nujol itself. The main interest for us lies in the way it was brought up, the form of nursing used. For the war orphan is now a giant, found in every part of the civilized world, solidly entrenched against competition.

You will find in the story of Nujol a vivid picture of the difference between what may be called old-fashioned marketing and modern merchandising. The contrast it draws is very striking. The more so because it is set forth in results which anyone may check. It is a remarkable lesson in real merchandising.

It shows the failure of a system which considered it sufficient to be ready to meet a possible demand, but without any special preparation to create and maintain that demand. It proves the overwhelming success of the reverse of that system—the new method, expressed in terms of trade-mark name and advertising which, when a want is seen, measures the full possibilities of that want, and goes out to supply it, make the market recognize it and expand it by catering to it.

Nujol, before it was Nujol, was known by many names. The first of these was Liquid Petrolatum, which is still its high-brow designation. This title, which is a description rather than a name, was given to it when it was first produced and used by a few doctors round about 1885, along about the time when its distant cousin, Vaseline, was beginning to make its mark. Like Vaseline,

Liquid Petrolatum was made from crude petroleum.

After being strongly recommended by Sir William Arbuthnot Lane, a noted British surgeon, Liquid Petrolatum rapidly secured general recognition. About seventeen years ago it began to be manufactured on a comparatively large scale in Germany and Belgium from Russian crude oil, and was called Russian Oil, Russian Mineral Oil, White Mineral Oil, and so on. Never, curiously enough, was it given a name that was anything other than a mere description of a natural product. In this country it was mostly known as Russian Oil.

DEMAND WAS THERE, BUT NO IDENTIFIED PRODUCT

These historical details are given for the purpose of showing what the situation was. By 1914 the so-called Russian Oil had obtained a considerable market in Europe and a fairly good sale, though not a very wide distribution, in America. So far it had not been manufactured in the United States. The imported oil, both bottled and in bulk, was on sale in most cities, but the business was anything but large—it depended almost entirely on recommendation or prescription by medical men.

Along came the war. The manufacture of Russian Oil had been done entirely abroad. None could be imported. Russian Oil here became a war orphan. The business was open to anyone who would take it. But the orphan was not much to look at, and it was thought to be pretty certain that its parents would come to take it back as soon as they were free to do so.

The Standard Oil Company (New Jersey), original parent of the Standard Oil family, had for



This proved an important point in the competition that arose for the market in this country when the new oils were introduced. It was one of many of which the New Jersey company's very complete merchandising system took advantage. It was one of the marked differences of method.

Practically all of its competitors followed the European plan. They hurried out to supply what had been in demand. They did not advertise, but trusted to the established demand to give them their market. They preferred to sell in bulk because they could sell more cheaply that way than in bottles, and bottles were dear just then, anyway.

But this is what the Standard Oil Company did. Notice the difference. The completeness and thoroughness shown in providing for permanent merchandising call for more than a passing interest.

Before it came upon the market this company had everything ready. It had chosen a new and distinctive name for its product and had had it registered in every civilized country. It had fixed a standard of quality. It had designed a distinctive bottle and label. It had prepared its advertising, its booklets, and all the rest of the necessary merchandising machinery. It was not out to carry along an orphan business until the original parents were ready to take it back. It was out to establish a great permanent business.

The name Nujol was an invented one. It means nothing in itself, nor has it any subtly concealed meaning, as has the name Acto, another new Standard Oil product, which was formed from the initial letters of the words "absolutely, colorless, tasteless, odorless." The name Nujol was picked out from thousands suggested.

Nujol was adopted because in type it has an unusual and attractive "look," sounds well, is easy to say and easy to remember. Another strong reason for its adoption was that it cannot be

pronounced in any way which could possibly prevent a druggist from recognizing at once what was meant. Some call it Nu-jawl, others Nujle. In South America they call it Nu-hole. In some parts of Europe it is called Nu-yawl. No matter; the druggists get that it is Nujol that is being asked for.

Most of the big jobbers of druggists' lines throughout the United States had carried Russian Oil. It was the original purpose of the Standard Oil Company to sell Nujol only through jobbers. In fact, it was at first thought that eventually its distribution could be left in the hands of a few jobbers—as few as possible to give complete distribution. For about a year or so the jobbers did do the selling of Nujol. But that plan had to be modified, for reasons given below. The jobbers, however, still get the bulk of the business.

#### NEWSPAPERS USED FIRST LOCALLY

Nujol was first placed on the market in New York City and the surrounding territory in the spring of 1915. The rest of the country was completely covered by the fall of the same year. It was soon discovered, as had been foreseen, that the imported Russian Oil had barely scratched the surface of the field. It is believed that even now, though the business has already reached immense proportions, Nujol has hardly yet done more than scratch the surface either.

For putting the product over in New York, newspaper advertising was used. The jobbers' salesmen had no difficulty in stocking up all the druggists and retail drug departments of department stores, as the Standard Oil had sent Nujol broadsides to the trade. When every dealer was fully supplied, the New York dailies came out with full pages, which were followed with half pages, quarter pages and ten inches on three columns. The campaign was a big one and was followed out in the whole country.

This advertising told the story



of Russian Oil and that of Nujol. For about a year or so the Nujol advertising continued to tie up with Russian Oil. It was then felt that the new oil was able to stand on its own—that, in fact, it would do better without any further tying up with the previous Russian Oil market.

As soon as countrywide distribution was secured, advertising in national mediums was begun. Then bulk competition began. To advertise Nujol by associating it with Russian Oil only helped the bulk competition. It was extremely difficult to deal with, and at one time threatened to develop into dangerous proportions. To enlist the interest of the druggist, the company adopted a "free deal" system which was recognized by the dealers as generous.

The manufacturers combated this competition by putting its own salesmen on the road so as to be in touch with the retailers, by continuous advertising and by dropping references to Russian Oil in its advertising copy. Today Nujol salesmen cover the entire country. Nujol is sold both direct and through jobbers.

You can take it for granted that what the company does not know about astuteness in selling and in the accurate estimating and checking up of a market would not make a large and useful book. Mention any city, town or village, and the Nujol selling department can tell you to a bottle or two exactly how much Nujol ought to sell there month by month. It was consequently not very difficult to spot the sections that needed special effort.

#### ADVERTISING CAREFULLY PREPARED

From the first, the product has received big and consistent advertising. Its work in the magazines has always won high compliments for its fine character. Here is one of the features which is regarded as another of the factors of its success. After its initial campaign, Nujol has done its best never to shoot at random, but to know exactly what it was aiming at and the sort of ammunition to

use. All its copy has been "tested" copy. Every form of appeal used has been adopted as the result of tests.

Standard Oil is strong on tests. It never hesitates to spend money freely on any sort of investigation that is likely to produce useful knowledge. Here is how it tries out its advertising copy before using it in national campaigns.

A number of different types of copy, as many as eleven to fifteen, are run in as many different but typical sections of the country at the same time. Just before the advertising starts, the stock of the dealers is counted. After a period of advertising the stock is again counted. This count in each case is deducted from the first count. The same procedure is gone through at the end of the advertising period. Some time before the advertising appears, Nujol men visit the dealers, ascertain how much of the product they have on hand and, if necessary, stock them up so that they will not run short nor have to buy during the test period.

In this matter, the company works much as do the United Cigar Stores and some other big advertisers, on the principle that an advertisement to be considered effective must produce immediate results. It is perhaps quite unnecessary to say that all the results obtained in the tests are carefully recorded, analyzed, charted and studied.

The type that produces the greatest percentage of increased sales is regarded as the best and is set aside for use in national campaigns. Those that fail to produce sufficient increase are thrown away entirely.

Checks of the results as to the form of appeal are made by publishing the different forms in varying classes of magazines. For instance, one of the seemingly most natural appeals is "Health." Another is "Charm of Complexion." Others are "Babies," "Maternity," "Old People."

The tests have shown that "Health," as a matter of fact, does not appeal to all. It appeals

(Continued on page 109)

They say they won't  
buy because prices are  
too high.

Advertisers and agen-  
cies are talking about  
rates coming down.

All right. Look at this.

The Cost of Reaching the  
Architect Through  
Architecture Is Lower  
Today Than It Was In  
1916.

Charles Scribner's Sons  
597 Fifth Avenue  
New York

Publishers of Architecture.

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**BENJAMIN**  
 PRODUCTS
 

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## A Representative Advertiser and—



**Benjamin "292" Two-Way Plug**—The most recent development of the Benjamin Two-Way Plug—the original Two-Way Plug. Screws into single lamp socket like a bulb giving two lights or light and power from single socket.



**Benjamin Elliptical Angle Reflector**—A distinctive Benjamin design of Industrial Illumination Reflector. Designed for illuminating side-wall areas or working plane where overhead illumination is impracticable.



**Benjamin Swivel Attachment Plug**—Found on the cords of most electrical appliances. Permits screwing in Edison Medium screw base receptacle without kinking the cord.



**Benjamin-Starrett Panel Boards**—The highest development of Panel Board Construction. Distinctively a Benjamin product.



**Benjamin Crysteel Table Top**—One of the many porcelainenameled products bearing the name Benjamin. Other products in this line are Benjamin Crysteel Photo Trays, Kelly Containers, Stove parts, etc.

# McCUTCHEON-GERSON SERVICE

NEW YORK  
19 West 44th Street

CHICAGO  
64 West Randolph Street

LONDON  
84 St. Martin's Lane

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**BENJAMIN**  
PRODUCTS

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## A Representative Advertising Agency

**A**S the Benjamin Electric Mfg. Co. is representative of certain definite developments in the electrical industry—so is this organization representative of the development of the modern advertising agency.

It is only natural that the two organizations should find a common ground of understanding.

The McCutcheon-Gerson service is specially equipped to render intelligent Advertising and Merchandising counsel in many other directions, particularly as applied to Kitchen Cabinets, Furniture and Furnishings, Food Products, Shoes, Wood and Metal Office Furnishings, Water and Rail Transportation, Refrigerators, Automotive Accessories, Trucks, Tractors, Drug Sundries, Farm Machinery, etc.

And even though your product may not come under any of these classifications, it might prove very profitable to discuss your business with us.

A suggestion that you will do so will not obligate you in any way.

### McCUTCHEON-GERSON SERVICE

NEW YORK

19 West 44th Street

CHICAGO

64 West Randolph Street

LONDON

84 St. Martin's Lane



*—always say*  
**“P & A”**

*—for “P & A” is just another way of specifying the highest quality of electrotypes, stereotypes and mats—combined with the most intelligent type of service.*

**Partridge & Anderson Company**

*Electrotypes - Mats - Stereotypes*

**714 Federal St. Chicago**

a little more to men than to women, but men respond much more readily to "Strength," "Clear Head," "Vigorous Vitality." The Nujol habit is, however, largely a matter of education, and much of the advertising is devoted to that purpose.

Another interesting feature which has been one of the big factors in the success of the product is the high tone which has been given to every part of its merchandising. A most difficult subject to handle has been invested with an atmosphere of charm. There is artistic beauty in the simple shape of the Nujol bottle, in its label, in its package. A feeling of cleanliness, purity and fine health has been imparted to each part and to all of it. It attracts at sight.

It should be noted, however, that nowhere is it said for the product that it is a cure. The claims made for it are very moderate. Its nature is frankly stated—its action is not medicinal but mechanical. Nujol might easily have been let down into the patent medicine class. The manner of its advertising and merchandising has placed it among the products of highest rank.

Manufacturers can sometimes figure out how much a customer is worth to them. Some estimate each customer as worth \$40 a year. There are cases where it is more than that. Each consumer on a milk route is worth more. Smokers are worth still more. Candy and soda customers more even yet. But all these can go from maker to maker, and it is hard for any one maker to keep them sold on himself. Nujol ranks high in customer value—and there is only one Nujol.

With its trade-mark, its standard of quality, fine advertising and merchandising, the product has won a world market and done it in a period of time amazing for its brevity. For the same reasons, this market, the prospects of which are enormous, belongs to Nujol and can be held. It has placed itself in a strong position where competition can only help

it. Meanwhile most of its competitors, who started even, but did nothing in advertising and nothing in real merchandising, are, if not already more or less lost by the way, in a position of the utmost weakness.

The lesson in this is obvious. There are many manufacturers today who can gain advantage from it by taking it to heart and applying it to their own business. If a baby business has giant possibilities, the way to nurse it into gianthood is just that which was used in the case of Nujol.

### Bureaus of Markets and Crop Estimates Combine

The United States Bureau of Markets and the Bureau of Crop Estimates have been consolidated. Leon M. Estabrook, formerly chief of the Estimates Bureau, and now associate chief of the markets sections, will supervise both until a successor is appointed to fill the vacancy resulting from the resignation of George Livingston.

### Seattle Grocers Plan Show to Reveal Profits

Grocers of Seattle plan a food show and institute to reveal to the public, step by step, each advance in the cost of an article from producer to consumer. The plan aims to counteract the charges that the retailer has failed to pass on price recessions to customers. The show is slated for September 21 to October 1.

### To Advertise Milk Plant Apparatus

The Frank G. Morris Company, New York, advertising agency, has been appointed to handle the advertising of D. H. Burrell & Co., Inc., Little Falls, N. Y., manufacturers of Burrell B. L. K. Milkera, Burrell Simplex Cream Separators, and other dairy, creamery, cheese factory and milk plant apparatus.

### Beaumont Enterprise Company Buys "Journal"

The Beaumont, Tex., *Journal* has been purchased by the publishers of the *Enterprise*. The two papers will both continue to be published, the *Enterprise* in the morning and the *Journal* in the evening.

### George W. Hopkins Vice-President of Columbia

George W. Hopkins, general sales manager of the Columbia Graphophone Company, was last week elected to the office of vice-president.

# The American Telephone & Telegraph Stock Purchase Plan

Employees May Take Stock on Liberal Terms of Payment

**P**RESIDENT H. B. THAYER, of the American Telephone and Telegraph Company has announced a plan for the sale of stock to employees of the Bell System, which represents an unusual opportunity.

The new plan became effective on the first of May, and employees who have been in the service of the American Telephone and Telegraph Company or any of its associated companies for six months or more continuously, may "on the first of May, 1921, and on the first of any month thereafter" subscribe for the stock.

The subscription price is \$100 per share, and it will remain at this figure until such time as a higher price will be fixed by the American company. Each employee will receive a printed copy of the plan and with it a form of subscription agreement. In order to subscribe the employee must fill out the form and turn it over to his immediate superior on or before May 31, 1921, or the last day of any subsequent month in which he exercises the right to subscribe.

The total subscription upon which any employee is paying at one time shall not exceed a number of shares equal to one share of stock for each \$300, or fraction thereof, of his annual rate of pay. In any case an employee shall not subscribe for more than 50 shares in any one year. However, an employee is not compelled to subscribe for the maximum number of shares to which his annual rate of pay entitles him; he may subscribe for less.

To illustrate: John Doe's annual rate of pay is \$1,500. John is entitled to five shares of stock, but he may subscribe for three, two or one share. He may not, however, subscribe for more than five shares.

Payments for the stock are to

Reprinted from "The Transmitter," employees' magazine of the Chesapeake and Potomac Telephone Co.

be made by deductions from wages, authority for which is granted in the filling out of the subscription agreement form. For stock subscribed for during the month of May, deductions will begin in July; for subscriptions made in subsequent months the deductions will begin in the second month following that in which the subscription is made.

Deductions from wages will be made at the rate of \$3 per share per month. Employees paid semi-monthly will have \$1.50 per share deducted semi-monthly; for employees paid weekly, 75 cents will be deducted for each of four weekly payroll periods in the calendar month.

John Doe, let us say, has subscribed for four shares of stock and is paid weekly. Three dollars will be deducted for each of the first four weekly "payments" occurring in the calendar month.

Those who subscribe for stock will not participate in dividends until the subscription has been paid. They will, however, receive interest on all amounts deducted from their wages which will be credited to their accounts. The interest will be at the rate of eight per cent, compounded quarterly, and will be allowed from the dates of the respective credits until the date when dividends will begin to accrue upon the stock. If instalments are paid regularly, the stock will be fully paid for in the thirtieth month after the month in which the initial instalment is paid.

If, after six months from the initial deduction, an employee wishes to pay the then unpaid balance on account of all or any of the shares of stock for which he has subscribed, he may do so. He will then receive the certificate of stock to which he is entitled.

Until the stock is fully paid for, an employee is not permitted to transfer, pledge or in any manner alienate his rights under the sub-

scription agreement of the plan. Should he transfer his stock, that action will constitute a withdrawal from the subscription agreement. The only right remaining to the employee or his assignee will be to have the American Telephone and Telegraph Company pay to him, or to the person entitled, the total amount withheld from his wages with interest thereon at four per cent per annum, compounded quarterly. Such payment will operate as a cancellation and satisfaction of all rights under the subscription agreement involved.

There are times when an employee's service terminates before his stock is fully paid for. Should this termination be brought about by death, his subscription will be cancelled. His estate will receive the net amount of deductions from wages, plus interest at eight per cent, compounded quarterly.

In case an employee's service terminates for any cause other than by death, his subscription agreement will be cancelled and he will be entitled to receive the total amount withheld from his wages, with interest thereon at six per cent per annum, compounded quarterly.

An employee continuing in the service may, at any time, withdraw his subscription agreement wholly or in part. That is, if he has subscribed for four shares, he may withdraw all of them or any part. Upon receipt of such application by the treasurer, the employee will be entitled to receive the total amount withheld from his wages as apply to the share or shares withdrawn, with interest thereon at six per cent per annum, compounded quarterly. His subscription for such share or shares will be cancelled.

Employees who are on the pension payroll of the company are not entitled to subscribe under the plan. Where an employee becomes a pensioner on or after the date of his subscription and prior to the date of the first deduction to be made from his pay, his subscription shall automatically be

cancelled. An employee, however, who becomes a pensioner after payments have been made upon his subscription may elect to continue payments on stock for which he has previously subscribed, and upon making such payments he shall become entitled to receive a certificate of stock therefor when fully paid. Or, on the other hand, he may cancel his subscription and receive the amount to which he would be entitled when permanently terminating his service otherwise than by death.

The American company reserves the right from time to time to change the terms upon which the stock is offered under the plan, but such changes shall not affect the rights of employees under subscriptions theretofore made by them and accepted by the American company. This offer may also be withdrawn by the American company at any time without notice other than a refusal to accept further new subscriptions.

Although this issue of stock offers a golden opportunity to telephone men and women, it should be remembered that no employee is under any obligation to purchase stock. The plan states specifically and emphatically that the present standing and future prospects of an employee will not be affected in the least degree by his decision as to the purchase of stock.

Under the first stock purchase plan and its extension, 22,155 employees of the Bell System became stockholders, owning 104,781 shares, and under the second stock purchase plan, 41,325 employees are now paying the instalments which will entitle them to ownership in 174,500 shares. It is hoped that many more will take advantage of the present issue.

### Baltimore to Have Fashion Show

Baltimore merchants and manufacturers of men's and women's wear will hold a fashion show from August 9 to 19, at the Fifth Regiment Armory and the Pimlico race course. One hundred and twenty-five firms have subscribed to the fund.



# When the Product Is Ready the Market Will Be

That Was the Experience of the Macbeth-Evans Glass Company with New Auto Lens

By Hugh E. Agnew

WHEN is the opportune and appropriate time to enter a new market? The question would be easy if the manufacturers could control all the factors, but that is seldom the case. There are the competitors, the raw materials, the allied industries, the consumers, including the consuming industries, all to be taken into account. Then financial and commercial conditions sometimes seem to be more favorable than at other times.

All these things crowded hard upon the Macbeth-Evans Glass Company when it was considering the "psychological moment" for placing a new automobile lens on the market late in the summer of 1917. Four long years had been spent in developing and perfecting the lens. At last it was ready. The large factories were equipped to supply all possible demands. Other manufacturers were becoming stronger daily, and their hold upon the market was constantly tightening. Each was an impelling reason for immediate action.

But delay was urged by the fact that the United States was at war. Already factory activities were being limited by the Government, with a prospect of further curtailment. Workers, both skilled and unskilled, were being rapidly conscripted. That applied to the automobile factories as well as to the Macbeth-Evans factory. If the output of automobiles was to be limited, the market for new lenses might be wrecked. For many reasons the time seemed unpropitious for launching a new product—particularly one depending upon the sale and use of automobiles.

Traditionally, the Macbeth-Evans Glass Company was a

manufacturer of lamp chimneys and lantern globes. Even before the two leaders in this industry—George Macbeth and Thomas Evans—combined their institutions, both were known as large producers of these products. The latter's factory turned out as many as 12,000,000 chimneys a year. Mr. Macbeth, almost from the time he started a glass factory in 1877, was a constant student of the relation of glass to artificial lighting. He manufactured any device that would materially add to the effectiveness of lighting, such as the silvered reflectors that were placed behind the kerosene lamps.

As the art of lighting developed, Mr. Macbeth kept abreast with its needs. Various other reflectors were designed and put on the market, including those for railway locomotive headlights. Other lighting equipment for railways, especially for signals, followed. Glass protectors for gas mantels were added to the line as soon as found desirable. With the development of electricity as an illuminant, the glass factory extended its line to include a large variety of globes and redesigned reflectors and lenses to meet the requirements of the new light.

## OLD-TIME MACBETH ADVERTISING

Mr. Macbeth early conceived the value of advertising and establishing trade-marks for products going to the general public, and with John E. Powers, outstanding advertising man of the time, ran a general campaign as far back as 1886. Because of this advertising the Macbeth name was generally known for its "pearl top" and "pearl glass" lamp chimneys, although it al-

(Continued on page 117)

**No. 11—A little history of continuity advertising<sup>1</sup> and results obtained therefrom. Published by permission of the advertiser.**

**THE VITROLITE COMPANY**

*Sole Manufacturers of*

**VITROLITE**

*For structural purposes,  
table tops and counters.*

Chicago, Ill., Jan. 7, 1921.

ASSOCIATION MEN,  
19 So. La Salle St.,  
Chicago, Ill.

Gentlemen:

I thought you would be interested in knowing that Association Men is to be on our list of 1921—and also that it has proven a source of some very desirable business.

We find your service in the shape of list secretaries, as well as reports of building activities, to be very valuable, as it affords us timely information and enables us to come in contact with the proper officials in your various institutions.

With kindest regards, we are,

Sincerely yours,

THE VITROLITE COMPANY.

J. W. WILEY,  
Secretary.

JWW—ECF

**These results are due to a combination of circulation value and the unique service we render our advertisers. Put this service behind your goods. Ask us about it.**

**ASSOCIATION MEN**

347 Madison Avenue  
New York City  
New York

Western Office  
19 So. La Salle Street  
Chicago

# Facts about PRINTERS' INK

A recent article in PRINTERS' INK brought comments from the Department of Commerce, Genesee Pure Food Company, Associated Business Papers, Inc., Purity Cross, Inc., Royal Typewriter Co., Inc., Joseph Campbell Company, Royal Baking Powder Company, Eastman Kodak Co., Klearflax Linen Company, H. Black Company, American Chicle Company, J. L. Kraft & Brothers Company,

A recent news item stated that the Associated Business Papers, Inc., would publish a house organ. More than forty different agencies, in writing for copies of that house organ, have

The large paper manufacturers are regularly represented in PRINTERS' INK. During 1920 S. D. Warren & Company used 52 pages, Hammerrill Paper Company 24 pages, Whitaker Paper Company 24 pages, Eastern Manufacturing Company 24 pages, American Writing Paper Company 22 pages, West Virginia Pulp & Paper Company 14 pages, Strathmore Paper Company 12 pages, Chicago Paper Company 12 pages, Louis Dejonge Company 12 pages.

The circulation of PRINTERS' INK increased 1000 copies, or 5.4% the past six months.

Outdoor advertising concerns

The following are some of the printers and lithographers who advertised in PRINTERS' INK during 1920: Isaac Goldmann Co., Charles Francis Press, Printing Products Co. (formerly Rogers & Hall Co.), Munro & Harford Company, Stubbs Company, Kenfield-Leach Company, William Darling Press, William F. Fell Company, McGill-Weinsheimer, Karle Litho Company, L. Kehlman Company, Britton Printing Company, Wynkoop, Hallenbeck, Crawford Company, Publishers' Printing Company.

Without any special sales effort the present newsstand circulation of PRINTERS' INK is 2527

business connection, as shown on our December 30, 1920, A. B. C. report. The other 20% prefer to have PRINTERS' INK.

ent agencies, in writing for copies of that house organ, have been asked to place ads in PRINTERS' INK for a sales executive. In the same issue another concern with a rating of more than \$1,000,000 advertised for a Sales Manager and got 64 answers. When you need a sales or advertising executive, advertise for him in PRINTERS' INK. Twenty-six firms used display and classified ads in a single issue.

\*\*\*\*\*  
 Printers' Ink A. B. C. report for June 30, 1920, shows renewals of 75.1%; for December 31, 1920, 73.5%.

\*\*\*\*\*  
 Based on the present edition of 19,400 copies, PRINTERS' INK's advertising rate per page per thousand is \$5.15. This is lower than it's ever been in the history of the publication.

\*\*\*\*\*  
 Outdoor advertising concerns have been reprinting recently in Papers Association, Oklahoma Daily League, Select List of Ohio Dailies, Southern Newspaper Publishers' Association, New England Dailies, All Field, Outdoor Publications, Florida Dailies, Associated Business Papers, Inc., Canadian Daily Newspapers.

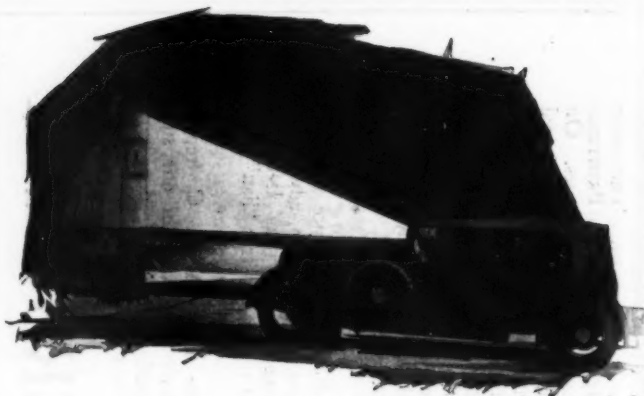
\*\*\*\*\*  
 Articles from PRINTERS' INK have been reprinted recently in Literary Digest, Women's Wear, Industrial Management, Tea and Coffee Trade Journal, American Machinist, Interstate Grocer, Milwaukee Journal, Providence Journal, Winnipeg Free Press, Farm and Home, Successful Farming, American Miller, Hardware and Metal, Chicago Commerce and the New York Times.

the present newsstand circulation of PRINTERS' INK is 2527 copies. At the end of 1920, on our December 30, 1920, A. B. C. report. The other 20% prefer to have PRINTERS' INK come to their homes. On account of their using personal stationery, in sending their subscriptions, we are unable to show their business connection, although we are finding in a great number of cases that these individuals are prominent advertisers.

\*\*\*\*\*  
 1659 paid-in-advance subscriptions are going to advertising agencies. PRINTERS' INK does not maintain a free "list."

\*\*\*\*\*  
 The latest A. B. C. report shows only 2.2% of our subscriptions in arrears—none over three months.

# Facts about PRINTERS' INK



## The Best Maps for Motorists

**RAND McNALLY Official Auto Trails Maps**  
*America's Most Popular Road Guide*

As the name signifies, they show *Official Auto Trails*. The best roads are marked with signs painted at frequent intervals on telegraph poles along the route. Curves in the road are plainly indicated. Mileage between towns and cities is printed on the map in figures!

Traveling through strange cities is made easy because the maps are inserted in a booklet containing many city maps, which show best entrances and exits, and locate the better Hotels, Garages and Service Stations catering to tourists.

RAND McNALLY OFFICIAL AUTO TRAILS MAPS are small and compact. They fit the pocket. They are easy to handle—much easier than bulky books.

Divided into twenty-one convenient touring districts covering the country.

Enjoy motoring—*Follow The Painted Poles.*

*For Sale Everywhere—Price 35c each*

**RAND McNALLY & COMPANY**  
*Map Headquarters*

536 S. CLARK STREET, CHICAGO

42 E. 22ND STREET, NEW YORK

---

WRITE FOR KEY MAP SHOWING AUTO TRAILS DISTRICTS

---

ways made a policy of supplying glass for all artificial illuminating needs which were of sufficient magnitude to make them commercially worth while. For thirty-five years his factory has been furnishing the Government with lenses for lighthouses—a fact which was utilized in its recent copy for the automobile lenses.

So the construction of an automobile lens was directly in line with the established policy of the firm. The long delay in perfecting the lens, and the subsequent lapse of time in giving it the tests which proved its successful operation, had brought it to a time when conditions were extremely unfavorable for marketing a new automobile accessory.

Finally it became apparent that if no action was taken until after the war was over and other conditions were all favorable, the delay would give the manufacturers then in the field so great an opportunity to establish themselves that it would be an extremely difficult and expensive proposition to gain a foothold. The head of one of the largest branches of the house thought that the delay had already lost the field to competitors. "You doubtless will get some business," he prophesied, "but the time is past for Macbeth-Evans ever to be a real factor in the manufacture of automobile lenses. The field is already occupied."

Once the decision had been reached to go ahead, the obvious thing was a widespread announcement that there was a new automobile lens in the field, and that the old, established firm of Macbeth-Evans was the sponsor. Such a notice, if given sufficient circulation, would immediately acquaint all automobile owners with the fact that a new lens was on the market. If made large enough to be impressive the new lens would at once assume a position of importance.

Further than that, an unusual announcement of a new lens might arouse a lot of dealers to action, and result in the establishment of some distributing points.

It was an expensive proposition—\$25,000 was spent for pages and double pages in national magazines, just to introduce the new product. Liberal space was also taken in trade journals reaching garages and automobile sales rooms.

There was an enthusiastic and voluminous response. Automobile owners were glad to get lenses for their cars from the factory where, as explained in the advertising, are made "the coast lighthouse lenses, which rob the denser fogs than are encountered inland of their perils; the important railroad signals, where inferiority would be fatal, and the marvelous lenses for our battleships." Also there seemed to exist an equal readiness on the part of dealers to handle such a line of lenses.

The advertising campaign continued, stimulated by all this encouragement, until far over a hundred thousand dollars had been expended. But before the harvest could be reached, after such an expensive seeding, the shut-down of the fall of 1918 came abruptly upon those who had new products under development. By February of 1919 restrictions had reduced the output to almost nothing.

#### COULD NOT AFFORD NOT TO ADVERTISE

While the results of the experimental work might keep, and factory equipment not deteriorate awaiting a proper marketing time, the investment in advertising was more perishable. The acute question was how it could be saved. And the only answer was that given by Mr. Macbeth years before to a friend who asked what to do with an advertising investment of thirty thousand dollars which had not brought adequate returns—"Keep on Advertising."

Mr. Macbeth compared an advertising appropriation to an oil well which had not produced. "What can we do to save our investment?" the owner asked the Irish foreman and the Scotchman who had lent money for the project. The improvident Irishman recommended that the hole

be pulled out and sawed up into post-holes and sold to farmers. The dour Scotchman replied, "Keep on going down." The owner did—and struck oil.

So the advertising campaign for the green visored lens was continued. Two colors were used to present it in a way that would allow of no possible failure of identification when the product was seen in use. The striking appearance of the lenses makes them, when illumined on an automobile, a great self-advertiser. And the use of the same green color on the printed pages of magazines made certain the identification of the message with the product. The firm had been advertising for thirty-five years. And the established reputation was enhanced by the extensive advertising of the new product, while the new product—even though it could not be procured—was made standard by the extended publicity of such a well-established maker. So when things did loosen up, and restrictions were removed in the summer of 1919, the demand was established, and the output quickly reached respectable proportions.

But the numerous delays caused by the long time in developing the lens, and the subsequent interruptions, due to trade restrictions, had permitted the establishment of sources of supply which showed unwonted resistance to interference by later entrants into the field. Practically all automobile manufacturers refused to consider the Macbeth lens as standard equipment, either because of existing contracts, or because of its high price—it was advertised as "the most expensive" lens on the market.

New channels of distribution had to be sought. Lamps, lamp-chimneys and lantern globes, electric lighting supplies, and lighting equipment for ships, lighthouses and railways all follow different avenues, none of which is the same as those taken by the automobile accessories. Furthermore, salesmen for the established lines, who were acquainted with their various distributors, were not

found to be effective salesmen to the automobile trade. The final solution of this new difficulty was the selecting and training of a new set of salesmen who handle only automobile lenses. They can talk the automobile language to manufacturers, distributing agents and garage managers. What is perhaps still more important is that these new salesmen can sell the consumer advertising to dealers.

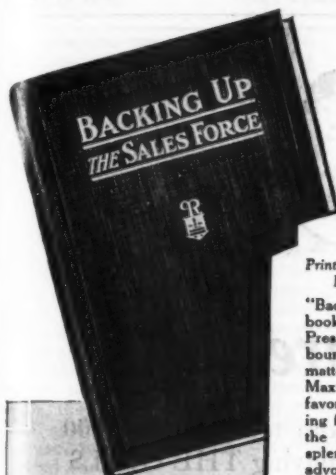
State statutes and city ordinances the country over have had much to prescribe for automobile lenses. The Macbeth-Evans lens, because of its practical design, and perhaps also because of the wide publicity given its "scientific construction," has found little difficulty in meeting legal requirements. In three States, Pennsylvania, California and Wisconsin, legislation was enacted governing headlights, the requirements of which were particularly well met by the Macbeth lens. As soon as the law was passed in each of these States, the company secured a list of their automobile owners and circularized them, calling attention to the new law and to the completeness with which its lens with the green visor met all requirements. This mailing reached about a million and a quarter owners.

Last year the sale reached 600,000 pairs. But the high price had prevented the adoption of the lens as standard equipment by automobile manufacturers. That was a large and lucrative field into which it did not succeed in making its way.

#### SELLING TWO COMPETING LENSES

Following the well-established policies of the company, of making an article to meet every well-defined demand in its line, a new lens of simpler design than the green visor was designed particularly for standard equipment in the automobile trade. It was acceptable, the price was right, but automobile builders were afraid to equip their cars with a new and unknown lens. Consumer advertising was requested as a means of meeting a possible objection.





*Another  
booklet  
bound in  
INTERLAKEN*

Printed and bound by the Ruralist Press, Inc. of Atlanta, Ga.

"Backing Up the Sales Force," a booklet published by the Ruralist Press, Inc., of Atlanta, Georgia, is bound in INTERLAKEN. Its text matter, written by Herbert M. Maxwell, is a clean-cut article favoring better printing and binding for sales literature. And since the booklet, itself, constitutes a splendid example of the thing it advocates, it was only fitting that it should have been bound in INTERLAKEN.



binding of INTERLAKEN Book Cloth attracts unusual attention; but it does so in a way that increases, rather than sacrifices, the dignity and prestige-value of the booklet or catalog.

"Getting Your Booklet Across," our cloth-bound booklet, will explain fully the selling influence and economy of cloth bindings. A copy is yours for the asking.

INTERLAKEN MILLS, Providence, R.I.

*Interlaken*  
*Book Cloth* The standard since 1883





## The Future "Mrs."

Five or ten years from today the 400,000 girls who are now enjoying THE GIRLS' COMPANION will be the home-makers, assuming the steadily increasing privileges and responsibilities of modern womanhood.

It is only five or ten years ago that the young matrons of today were the girls who were enjoying THE GIRLS' COMPANION—just as our 400,000 girl-readers are today.

*NOW—not eventual'y—is the time to win the preference of the future "Mrs." for your goods, a fact which more and more advertisers are proving to their growing satisfaction and profit.*

## THE GIRLS' COMPANION

**David C. Cook Publishing Co., Elgin, Ill.**

WESLEY E. FARMILOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York  
Chas. H. Shattock, People's Gas Building, Chicago  
Sam Dennis, Globe-Democrat Building, St. Louis

**COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS**

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

The request was so sane and so thoroughly in keeping with the long-established policy of the company, "to sell the man who will finally use the product and with that as a lever pry the way open through the intermediaries," that an advertising campaign of magnitude was mapped out.

A nice question immediately presented itself. How could the Liberty lens be advertised without conflicting with and curtailing the sale of the Macbeth green visor lens? In other words, how could the cheaper lens be well enough advertised so that it would be acceptable as part of the equipment for a new car, and at the same time the buyer would not be so well sold on the lens that he would refuse to consider the higher-priced one?

It is the same question that presents itself constantly to the manufacturer of two grades of the same article. How can the second grade be advertised without infringing upon the higher grade? Hills Bros., roasters of the famous "Red Can" coffee, are one of the firms which have wrestled with the problem. They finally settled it for themselves, as have many others, by discontinuing all advertising for the second grade. But the Macbeth-Evans company was unable to follow that plan, which it had at first adopted. It is in the position that its customers demanded the product be advertised.

In the design of the green visored lens, the principle of light refraction, or the bending of the rays of light in passing through a medium of different density, was utilized both to redirect all upward rays and to secure sufficiently wide lateral diffusion to allow for sharp turns and for country roads.

The same principle was utilized in the new lens, but to a far less degree. The Liberty lens met all legal requirements, but did not give the positive advantages of the green visor lens. The copy called attention to the fact that the "Liberty" passed the legal tests, and explained the advantages of its construction. The space used was only a fraction of that de-

voted to its big brother, and the copy ran only long enough to secure the necessary consumer acceptance.

In trade magazines the fact that the Liberty was included in the standard equipment of many cars, and that it met all legal requirements was emphasized. That helped the automobile salesman to overcome objections and quiet the fears of possible customers; simply by showing the published statement of the makers who had not seen the limited consumer advertising. The continued advertising of the green visor lens at the same time in the trade press, gave the garage and accessory salesman plenty of reasons why that lens was to be preferred to *all others*. It also emphasized the profit to the dealer, who in many cases included it as extra equipment with a new car.

Once established with a considerable number of manufacturers—thirty-six now include it in the standard equipment—the consumer copy was discontinued. And it is one of the advantages of the trade press that it allows of two messages from the same manufacturer at the same time. The cheaper lens can be sold to manufacturers on one page and the higher priced one to dealers on an adjoining page without conflict of interest.

The renewed conclusion of the Macbeth-Evans Glass Company is that the time to market an article is when that article is ready, and the factory facilities are such as to provide adequate quantities. Especially is that believed to be true where the policy is to "sell the man who uses it," as in the case with this company.

## Two New Accounts for Pittsburgh Agency

The Feigley Accessory Corporation, Pittsburgh, manufacturer of the Primolite Lens, and the Feigley Focus Finder, has placed its advertising account with The Richard S. Rauh Company, Pittsburgh advertising agency. Copy will appear in city newspapers of the East and Middle West.

The Rauh agency has also obtained the account of the Diamond Chemical Co., Pittsburgh, maker of Kill-em-all disinfectants.

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# I Am Going Back

London was my home for 2½ years when the Army "demobbed" me. I stayed to direct British Publicity for America's greatest Rubber Company.

Later as "one of the few American copy men who understands the English mentality," I was invited to Canada to lay the advertising groundwork for a new product. My work here will be successfully completed in September.

Then I am going back to London—to stay.

My services as Director of Publicity will be available to any American or Canadian institution seeking an entry into the British market. My knowledge and experience of British people, conditions and business customs would prove a vital factor in any successful sales effort in Great Britain.

Unimpeachable evidence of ability, experience, integrity and love of work vouches for my record—establishes the thorough character of my training.

Finally I am 31, married, healthy, active and ready to enter wholeheartedly into your British plans. Write

**London**

**Box 64    Printers' Ink**

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## What Advertising Has Done for Victor

(Continued from page 6)

disappointing because advertising is not included as a factor.

What are the facts? That the "conservative policy" embraces the advertising. So does "knowledge of the field" in knowing when, where and how to advertise. Moreover, the "quality of the product" has been the steady, consistent and unvarying theme of the advertising since the great big underlying idea was first presented to the public by means of the dog and horn trade-mark—"His Master's Voice"—the faithful reproduction of original sound.

No advertising that we know of has been more thoroughly consistent and one-purpose. Its keynote may be found in almost any advertisement, as for example the following quotation from one of the current series:

"The most cherished possession of the great singers and instrumentalists is their art, and their keenest desire is that under all circumstances they shall be heard at their best. It is in appreciation of this fact that the greatest artists of this generation have become Victor artists, and their unqualified endorsement of the Victrola is the most conclusive evidence of its artistic superiority."

There have been minor changes rung on this theme, of course, such as "There is only one way to hear Victor records at their best—play them on Victor instruments," and "The Victrola is to music what gold is to commerce—the one final standard of value."

Let the reader glance back twenty years or so to the invention of the Victor machine. The men who launched the enterprise had four ideas, the machine, the work of the world's leading artists, a sales plan, and advertising.

Place these four ideas back to back and they will look North, East, West and South.

With the invention of the machine there came almost simultaneously a recognition of its true

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# FLORIDA

Advertising in the Associated Dailies of Florida stimulates the sales of goods among your distributors in every important market center in the state.

Daytona Journal.....(M)	Miami Herald.....(M)
Daytona News.....(E)	Orlando Reporter-Star..(E)
DeLand News.....(E)	Orlando Sentinel.....(M)
Fort Myers Press.....(E)	Palatka News.....(E)
Gainesville Sun.....(M)	Palm Beach Post.....(M)
Jacksonville, Florida	Pensacola Journal.....(M)
Metropolis .....(E)	Sanford Herald.....(E)
Jacksonville, Florida	St. Augustine Record..(E)
Times Union.....(M)	St. Petersburg Times..(M)
Key West Citizen.....(E)	St. Petersburg Inde-
Lakeland Star.....(M)	pendent .....(E)
Lakeland Telegram.....(E)	Tampa Times.....(E)
	Tampa Tribune.....(M)

## Associated Dailies of Florida.

*Wide Circulation—Small Duplication*

For information about the Florida market for advertised commodities, write direct to any or all of these influential dailies.

# FREY

*Advertising Illustrations* • Complete executive, creative and production staffs, including competent photographic equipment of men and machines in both Chicago and New York.

**CHARLES DANIEL  
FREY COMPANY**

*New York*

*Chicago*



# *Are You a Printing Manufacturing Man?*

This means is taken to get in touch with you.

Realignment of our production department makes desirable the addition of one man to our office production organization.

The calibre of man required is not a peruser of the want ads of the daily papers, nor one of a roving disposition with his ear constantly to the ground for a change of job. The man we have in mind is one who is thoroughly experienced and highly successful in his present connection, but who, for some legitimate reason, through no fault of his own and beyond his control or remedy, is not happily situated.

If you are that man, with a full knowledge of papers and engraving processes as well as typography, presswork and binding, with the ability and experience to know how to properly plan high-grade printing, catalogs, booklets and color work from its inception, and to carry through its production to its proper conclusion, and the faculty for personally dovetailing well with the shop superintendent and organization, we believe it will be to our mutual interest for you to get in touch with us.

*Initial contact by letter only.*

**WYNKOOP HALLENBECK CRAWFORD CO.**

*"Printing Headquarters"*

**PRINTERS & BINDERS**

80 Lafayette Street  
NEW YORK

function in the scheme of human affairs—that music is not a luxury, but one of the great fundamental needs of life and that by means of the talking machine the masterpiece of music might be given to the people.

#### THE FORTUNATE ALLIANCE WITH CARUSO

Something like seventeen years ago the company made its first contract with Caruso, then just beginning to be recognized as the world's leading tenor. Caruso's name, better known in Europe than it was in the United States at that time, proved to be a beacon for other first-rank artists and other contracts were easily made.

The advertising advantage of the Caruso contract is worth a moment's notice.

Advertising men have frequently been heard to remark, "Caruso made Victor." It may be true, probably is, but Caruso did not conceive the idea nor did he supply the vision, the genius, the enterprise, the resources, the instrument, the sales organization or the advertising appropriation to put the thing over. The credit for all this, as well as credit for the keen business foresight that discerned the opportunity and took advantage of it before others might have done so, goes to the Victor company. Caruso's contribution was unique and indispensable, of course, and without him the Victor success might have been slower in the building.

Consequently, it is just as true to say that "Victor made Caruso," for the national advertising it put behind their association gave Caruso an audience he might never have known. By means of Victor records he multiplied himself and his audience throughout the world a million-fold. Besides this, the company has immortalized the artist. Said the *Washington Times* in a recent editorial:

"As you read of Caruso's illness, you realize what a wonderful thing the talking machine has done for the human race and for future generations. Jenny Lind,



A FEW hairs caught in the tree bark, the scratch of a claw where a foot slipped—to the trained eye the trail is written clear.

The greatest messages have often been written between the lines. The story of what we are and where we are headed is told by countless details whose traces we cannot hide.

Quality of product and purpose indelibly impress themselves in all those details of the message which talk far more convincingly than words.

**Gatchel & Manning, Inc.**  
C.A. Stinson, Pres.  
PHOTO-ENGRAVERS  
Philadelphia

Opposite Old Independence Hall.

## *We have* **a Man**

**WE** have a man whom we can unhesitatingly recommend to any business organization that needs advertising or sales direction to pilot it safely through the present period of depression and future development.

The man about whom this is written has broad vision and experience. An engineering graduate, he has spent the past twelve years applying his technical training to the business of merchandising, with the result that he is now an experienced sales and advertising executive. He has participated in an advertising way with some of the largest electrification projects in the United States. In addition, he has served as Director of Publicity for an international trade corporation with a world-wide organization and influence.

His business experience has given him an intimate acquaintanceship with marketing and advertising conditions, both in the United States and in foreign countries. While his college training and subsequent experience are particularly adapted to the fields of electrical or mechanical machinery, he has learned to apply the underlying principles of good merchandising to any product.

He is under 40; married; has initiative, courage and personality. Some company will find in him the qualities it needs to round out and complete its advertising or sales organization.

Full details will be given, or an interview arranged for by addressing, in confidence,

**"E. P. C."      Box 52**  
**Care of: Printers' Ink**

Patti, Paganini, all great musicians of days past, are forever dead. Nothing remains but fading memory, or tradition. Caruso's body will die, but his voice, never. What an inspiring achievement of science! Engraved on an indestructible plate, capable of being duplicated indefinitely, Caruso's songs will live as pure and noble as in the living voice, and the greatest tenor of the next century will be able to compare his own voice with the greatest of this age."

Caruso's first contract covered a term of ten years. When it expired, the great tenor received contract proposals from a number of other talking-machine companies, embodying terms more favorable to the singer than the terms of his first Victor contract. The renewal contract offered to him by the Victor company covered the same period of time as the original and on the same terms. It was renewed, however, for a period of twenty-five years.

A criticism of Victor advertising frequently heard is that it does not argue; it does not meet objections; it does not tell why Victor machines and records are better, if they are; it does not feature mechanical construction; it does not claim superior advantages or make reference to improvements. All of which leaves one to infer that there are no superior advantages to talk about, and this policy, say the critics, is one which if persisted in must result in loss of prestige and reputation. The public, they add, is becoming more discriminating in the purchase of talking machines and wants to know whether the machine it buys is the best that can be produced.

One may leaf back over Victor advertising from the present year's campaign to the beginning and discover, if he does not know it already, that the charges just referred to are true. On the other hand, what has the Victor company talked about in its advertising? One of the most convincing series of advertisements it has ever used was the "Both Are"



## Dear Mr. Sherbow:

I am told that you publish a set of four volumes called Sherbow's Type Charts for Advertising, in which are visualized hundreds of combinations of text, headlines, borders, subheads, and so on—so that a man struggling with a layout can find almost any combination he is likely to think of, all set up and ready to look at. This beats guessing "how it will look." It beats having a printer set it up experimentally, while closing dates draw grimly nigh. It sounds like giving us fellows the vividly accurate mental eye of the trained typographer.

What do you charge for a set? What do the Charts look like? Can a man take a set on trial without committing himself to buy?

Let me have full details, by mail. Don't send a salesman.

Yours truly,

(Remove only this coupon)

MY NAME \_\_\_\_\_

MY POSITION \_\_\_\_\_

MY FIRM \_\_\_\_\_

OUR ADDRESS \_\_\_\_\_

To BENJAMIN SHERBOW  
50 Union Square, New York

If you don't wish to mutilate this page, write me, simply referring to this advertisement. It will do equally well.



# *Announcing* *Important Consolidation* **GAS AGE RECORD**

*The Gas Age Combined  
with The Gas Record*

The Robbins Publishing Company, Inc., 52 Vanderbilt Ave., New York, publishers of THE GAS AGE and other publications in the gas field, announce the purchase of THE GAS RECORD of Chicago.

These two papers, which are devoted to interests of the gas industry and are issued semi-monthly, will be consolidated into a weekly paper under the title of GAS AGE RECORD—the first issue August 6th.

Of special significance is the fact that the entire editorial staffs of both papers will be retained. In addition, every effort in both advertising and editorial departments will be made to produce a paper of dominant interest, value and service—one that will equal the leading publication in any other large field.

We feel sure that readers and advertisers will welcome this consolidation and appreciate a weekly publication which will give this great gas industry a kind of service it merits. The gas industry is growing steadily and many new uses and applications of gas fuel are being developed. The need for a bigger paper and one published weekly has been evident for some time.

Advertisers in this field and others who intend cultivating it will have the satisfaction of knowing that there is one dominant paper which thoroughly covers the field in efficient manner.

M. C. ROBBINS, *President*

**ROBBINS PUBLISHING CO., Inc.**

*Successors to*

**PROGRESSIVE AGE PUBLISHING CO.**

**52 Vanderbilt Avenue  
New York**

**443 So. Dearborn Street  
Chicago**

series—"Both are Caruso," "Both are Galli-Curci," "Both are Kreisler," "Both are McCormack," and many others—a photograph of the artist and a red seal record in the same advertisement. Running through the long exhibit of the company's advertising covering many years, what are we most impressed with? Is it not the names of world-famous artists? Is not one of the outstanding features of Victor advertising the playing-up of the artist?

What does that mean? Summed up in one short paragraph for hasty reading, it means that the company went out to get the best artists; that it got a considerable number of them; that the great artist, whether singer or player, is the best judge of his work on talking-machine records; that contracts with artists are expiring from time to time. That the artists invariably renew their contracts. Ergo, the artists are pleased.

The company does not say in its advertising that the artists are perfectly satisfied with their records, but like them best when played on some other make of talking machine that advertises mechanical improvements. On the contrary, it keeps repeating at intervals that Victor records are at their best when played on the Victrola. If that is so, asks the company, why talk about mechanical improvements, methods of manufacture or constructional details? Why, indeed? The logic of the advertising policy is inescapable.

"I am not an expert in mechanics," says the Victor salesman to the customer who wants to know about "features," "so anything I might say along that line might not be of any particular value. I expect it is *performance* you are really interested in; in other words, you want music rather than mechanisms, don't you? You certainly can tell better than anyone else whether the music suits you or not, and whatever I might say about the mechanical construction of the instrument wouldn't affect that question one way or the other.

"One thing you may be sure of,



## Wrote Ralph Starr Butler to S. Roland Hall:

"You have written the most constructive and most helpful and most useful book on advertising that has yet been compiled."

Send today for your copy of the ADVERTISING HANDBOOK and see how well Hall has written the book you have always wanted to have.

## THE ADVERTISING HANDBOOK

By S. Roland Hall

36 Sections—735 Pages  
Fully Illustrated; pocket size  
\$5.00 net, postpaid

An unequalled collection of reliable advertising information. The material is arranged to render definite practical service to everyone concerned with advertising.

The book is a guide on publicity, an encyclopedia of advertising and a complete advertising course—in one handy volume.

## Examine it FREE

**Use the Coupon** So valuable is this great book we cannot urge you too strongly to see it. You can do so without charge.

Just fill in and send to us the coupon below. We will then forward the book for ten days' free examination.

There is no obligation to purchase the book—this inspection privilege is offered so that the book can prove its own case.

McGRAW-HILL BOOK CO., Inc.,  
370 Seventh Avenue, New York

You may send me for 10 days' examination S. Roland Hall's ADVERTISING HANDBOOK, \$5.00 net, postpaid.  
I agree to return the book, postpaid, within 10 days of receipt or remit for it.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Official Position \_\_\_\_\_  
Name of Company \_\_\_\_\_

P. I. 7-14-21

### **We have cut the cost of good stationery**

for several important firms since  
the full-page announcement of

### **HOMEWOOD PRESS Improved Relief Printing**

appeared in *Printers' Ink* dated  
June 30

Improved Relief Printing looks,  
feels and wears like engraving—  
costs about half as much; in fact  
but little more than good flat  
printing. *Write for samples and  
prices.*

### **HOMEWOOD PRESS**

H. S. REIS, *General Sales Agent*

77 Washington Place  
NEW YORK

## **Thoroughly Experienced Merchandising Man—**

one who is now or has been  
connected with a national  
advertising agency—will  
find with us a broader op-  
portunity. Must have the  
ability to prepare and put  
into effect plans for the sale  
of merchandise in various  
lines, and also be able to  
study and improve selling  
plans for clients.

Write, giving details of ex-  
perience.

**Address "F. L." Box 61  
care of Printers' Ink.**

and that is that if the music is  
right, that of itself is the final  
proof of the mechanism. As to  
the music, I think we may both  
feel safe on that point because  
the greatest artists in the world  
would surely not make records for  
any talking machine if it did not  
do good work musically."

The sales organization of the  
company is as free from compli-  
cation as the advertising policy.  
In the United States there are  
eighty-one distributors who sell to  
approximately 6,000 retail dealers.  
The company has a force of trav-  
eling men calling on distributors,  
stimulating retailers and visiting  
institutions.

The sales-promotion department  
has in charge the work of con-  
ducting salesmanship classes for  
its retailers, a description of which  
work appeared recently in *PRINT-  
ERS' INK*. This department also  
does much outside work among  
retailers, showing them how to  
sell machines and records outside  
of the store.

"The Voice of the Victor" is a  
pretentious house magazine of  
twenty pages, size nine by twelve  
inches, issued monthly to Victor  
dealers and salesmen. It is well  
edited, well designed and printed  
with plenty of pictures, and is  
filled with selling ideas, descrip-  
tions of dealers' helps and sales  
talks on Victor features and im-  
provements. Its principal feature  
each month is the leading article,  
entitled "Hints for Victor Sales-  
men," in which various aspects of  
the Victor sales and advertising  
policy is presented, such as, for  
example, "How to show cus-  
tomers Victrolas are best obtain-  
able instruments in regard to  
tone." Another is, "How to show  
customers that Victrola instru-  
ments are better because they do  
not 'play all records.'"

The Victor catalogue, together  
with its monthly supplements, is  
unique in the field of catalogue  
salesmanship. It was reviewed in  
detail in a recent issue of *Printers'  
Ink Monthly*.

The condition of the Victor  
company when viewed in the light  
of existing conditions in many

# TO A MANUFACTURER SEEKING TO ADD A NEW PRODUCT

*We offer:*

- 1—A shampoo in a new form.
- 2—Formula and manufacturing process.
- 3—A new kind of packing in a new and novel manner.
- 4—A distinctive and new way of applying.
- 5—A new angle of appeal.
- 6—A greater margin of profit with which to secure dominance of the market.

We shall be glad to present our complete plans to a manufacturer capable of backing up such a product with the proper manufacturing facilities, sufficient sales and distribution channels, and sufficient finances for advertising.

## UNITED ADVERTISING AGENCY

*Resources over one million dollars*

EXECUTIVE OFFICES: 1 WEST 34th ST., NEW YORK  
Fitzroy 4038-4039

# New England Daily Newspapers SELL THE GOODS

## The Reasons why:

The greatest per capita wealth.

The uniform, every day, money in hand, prosperity caused by a weekly pay roll that has nothing approaching it elsewhere in the country.

A territory with fine cities closely knit together without parallel in the country, and each city having splendid newspapers with equitable advertising rates.

A people peculiarly susceptible to daily newspaper advertising—a trait handed down from father to son.

It would be a miracle, indeed, if New England, with these advantages, was not a most productive field for advertising.

"The man with the newspaper—you see him everywhere. He is interested and he is interesting.

"He has a favorite paper. So has his family. To be in these papers right means to be right in it."

—N. W. Ayer & Son.

## Fifteen of New England's Finest Cities, and Fifteen of Its Best Home Newspapers

### NEW HAVEN, CT., REGISTER

Daily and Sunday Cir. 28,334 P. O.  
Population 150,000, with suburbs 175,000

### NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,640 A. B. C.—3c copy  
Population 25,688, with suburbs 60,000

### WATERBURY, CT., REPUBLICAN

Daily 10,992 A.B.C.; Sun. 11,425 A.B.C.  
Population 91,410, with suburbs 100,000

### PORTLAND, ME., EXPRESS

Daily Circulation 24,300; Member A.B.C.  
Population 69,169, with suburbs 75,000

### BURLINGTON, VT., FREE PRESS

Daily Circulation 10,552 A. B. C.  
Population 22,779, with suburbs 40,000

### MANCHESTER, N. H. UNION and LEADER

Daily Circulation 25,375 A. B. C.  
Population 75,063, with suburbs 150,000

### FITCHBURG, MASS., SENTINEL

Net Paid Circulation now 10,000  
Population 41,013, with suburbs 150,000

### LOWELL, MASS. COURIER-CITIZEN LEADER

Daily Circulation 17,044 P. O.  
Population 112,759, with suburbs 150,000

### LYNN, MASS., ITEM

Daily Cir. 15,504 A. B. C.—2c copy  
Population 99,148, with suburbs 125,000

### SALEM, MASS., NEWS

Daily Circulation 18,811 P. O.  
Population 43,697, with suburbs 150,000

### SPRINGFIELD, MASS., UNION

Daily Circulation 53,821 A. B. C.  
Population 129,563, with suburbs 250,000

### TAUNTON, MASS. DAILY GAZETTE

Daily Circulation 7,909 A. B. C.  
Population 38,000, with suburbs 53,000

### WORCESTER, MASS. TELEGRAM GAZETTE

Daily Circulation 75,158  
Population 190,000, with suburbs 350,000

### PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,824 A. B. C.  
Serves territory of 130,000

### BRIDGEPORT, CT. POST-TELEGRAM

Daily Circulation 46,730 P. O.  
Population 150,000, with suburbs 220,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

lines of business cannot be considered other than extremely satisfactory. It is understood that the company's margin of profit is narrow, due to materially higher costs without corresponding increases in its selling prices, but this is in a measure offset by a tremendous turnover.

Said Mr. Freeman in conclusion:

"There is no present intention to curtail operations. So far as we can see the demand for our products will continue and our plans so far as we have completed them for the remainder of the year call for continuous production on present schedules."

What a lesson there is in this story for concerns just starting in business in whatsoever field! And what may not many older concerns learn from an examination of the principles that underlie Victor growth and development!

### Palmolive Advertises Laundry Soap

The Palmolive Company, Milwaukee, is conducting an advertising campaign in behalf of its Green Olive laundry soap. One State at a time is being taken in an intensive publicity effort. At present copy is being run in Iowa newspapers. The Chicago office of Van Patten, Inc., is handling the account.

### Wisconsin Aluminum Company in Newspaper Campaign

The West Bend Aluminum Co., West Bend, Wis., has entered the newspapers with large copy showing the construction of its wares and where they may be purchased at retail. Hannah-Crawford, Inc., Milwaukee, are preparing and placing this campaign.

### Heath & Milligan Company Advances E. J. Witt

E. J. Witt, who for some time has been assistant sales manager of Heath & Milligan Company, Chicago, paint manufacturer, has been made assistant to the president of that company.

### S. C. Warden Joins Racine Agency

S. C. Warden has resigned from Crichtfield & Company, Chicago advertising agency, to join the Smith-McCrory Company, of Racine, Wis., advertising agency.

## Highest Advertising Efficiency

is attained by the use of

## Maine's Largest Circulation

(Daily and Sunday)

## PORTLAND Evening Express and Sunday Telegram

PORTLAND { Maine's Largest City  
Maine's Wholesale Market  
Maine's Financial Center

The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago



**On the Job—  
with every promise!**

**GOOD ENGRAVING  
plus  
QUICK SERVICE**

"The right time, the right place and the right engraving" is the motto over our doorway.

There's always a *bench full of boys* at the *Globe* ready to call for or deliver your work.

Page size proof of this Ben Day border will be found handy for reference. Yours on request.

Circle 8773-8774

**Globe** Photo-Engraving Co.  
148 West 52nd St.  
New York

# PRINTERS' INK

*Registered U. S. Patent Office*

**A JOURNAL FOR ADVERTISERS**

*Founded 1888 by George P. Rowell*

**PRINTERS' INK PUBLISHING COMPANY**  
Publishers.

**OFFICE:** 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

**Chicago Office:** Peoples Gas Building, 122 S. Michigan Blvd., KIRK TAYLOR, Manager.

**Atlanta Office:** 1004 Candler Building, GEO. M. KOHN, Manager.

**St. Louis Office:** Post Dispatch Building, A. D. MCKINNEY, Manager.

**San Francisco Office:** Examiner Building, W. R. BARANGER, Manager.

**Canadian Office:** Lumsden Bldg., Toronto, A. J. DENNE, Manager.

**London Office:** 233 High Holborn, W. S. CRAWFORD, Manager.

**Paris Office:** 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 35 cents a line, minimum order \$2.75.

JOHN IRVING ROMER, Editor  
FREDERICK C. KENDALL, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
R. W. PALMER, News Editor

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Roland Cole      Edward T. Tandy  
Roy W. Johnson      C. B. Larrabee

Chicago: G. A. Nichols  
London: Thomas Russell

NEW YORK, JULY 14, 1921

## Good Ideas Never Exhaust Themselves

The Lever Bros. Company, in the current advertising of Lux, is using a novel sales appeal. The pith of the copy is furnished by well-known fabric manufacturers. These other advertisers give their unqualified endorsement to Lux. The result is an advertisement of unusual effectiveness. The style harks back somewhat to the days of testimonial advertising.

In one piece of copy Belding Brothers & Company, and also David Crystal & Company, tell why they have found the use of Lux satisfactory in washing their silks. On other occasions, the endorsement of such concerns as Pacific Mills, Betty Wales Dress-makers and the North Star

Woolen Mill Company has been given prominence in the Lux campaign.

It is easy to penetrate the sales philosophy that lies behind this idea. The manufacturer of a washable fabric is anxious to have it washed properly. In many cases the satisfaction a wearer will derive from a garment depends on whether or not it will wash well. The washing of fine silken, woolen and cotton fabrics requires not only good materials, but also technical knowledge. Lever Bros. furnish the knowledge as well as the materials. The motive of Lux advertising is to tell women how to launder dainty wearables.

Naturally the fabric manufacturers are willing to co-operate in an effort that so obviously benefits their own business. They welcome the help which an outside manufacturer proffers. If Lever Bros. or some other advertiser was not showing women how to wash garments properly, the fabric manufacturers would have to undertake this education themselves.

The Procter & Gamble Company discovered this opportunity years ago. For a long time a share of its large advertising appropriation was used for laundry instruction tags, which the manufacturers of silks and other textiles were glad to attach to their products. Lever Bros. have enlarged on this idea, making it the foundation of an intensive advertising campaign.

This is another illustration of the fact that good ideas never exhaust their potency. They can be twisted into new channels and thus be recharged with sales vitality.

## "Clever" Advertising Tabooed

A cardinal principle of the late George L. Dyer's advertising philosophy was that an advertisement should not attract attention to itself. Mr. Dyer held that the moment a copy writer draws attention to his manner of saying things, he pulls the reader's interest from the merchandise to the mere mechanics in which the proposition is dressed.



A good salesman never allows his clothes, his manner of speech or the way he parts his hair to divert the attention of his prospect. The salesman loses himself and his personality in the thing he is selling. The advertiser must do the same. Goods are not well advertised when the advertising itself is enthusiastically talked about. They are well advertised when it is the merchandise described which wins the public's attention. Mr. Dyer summed up this point of view on one occasion when he said to a representative of **PRINTERS' INK**: "If a woman were to point to one of my efforts and say, 'There's a clever ad,' I'd hide my head. But if she said, 'There's an article I want to buy,' I'd consider that I was earning my salary."

Of course Mr. Dyer's opinion in this matter is now quite generally accepted in advertising circles. If there is one thing that distinguishes the advertising of to-day from the advertising of twenty-five years ago it is the fact that so-called clever copy is now taboo.

### **Ideas in Advertising to Retailers**

How intimately do manufacturers know some of their dealers? How recently have they talked with dealers about their present problems? Do they realize how definitely the retailer needs helpful instruction in the matter of true figuring of retail profit?

A reading of the journals of retailers in various lines show that the number of manufacturers who are talking in terms of real profit is far smaller than it should be. One manufacturer has said that retailers are ordering little enough now, without telling them in vigorous terms about small orders and quick turnover. Yet an argument which is vastly more forceful than anything which can be said about the excellence of the goods is in many cases being overlooked.

Instead of trying to sell more merchandise in this market, it would be better to sell the retailer a definite plan which will move

the manufacturer's merchandise from his shelves. Many manufacturers have evolved or are working out such plans, but the number is exceedingly small in proportion to the possibilities. Fire sales, fake bankrupt sales, loud noises, wild stunts—the time for these, if there ever was a time, has definitely and finally passed. The American Sugar Refining Company took the Rogers retail plan described in **PRINTERS' INK** of May 19, and by sending the idea out to its entire sales force, helped his retailers greatly, and incidentally moved some of his own products from the retailers' shelves.

A careful reading of the business publications, a receptive attitude toward real selling ideas and the ability to adopt them and pass them on, will do more to bring business back to normal than any number of inspirational appeals or speeches.

### **The Rise of the Soda Fountain**

The introduction of yeast into the soft drink trade by the, Fleischmann Company, as described in **PRINTERS' INK** last week, marks another triumph for the soda fountain.

In the history of merchandising there are few more curious and interesting developments than the rise of this mechanical purveyor of liquid refreshments from an obscure corner to a dominating position. Once regarded as a drug store side issue deserving of attention only in the summer months, it has progressed in importance until it has become the chief revenue producer of many retail establishments and enjoys a year-round season not only in drug stores, but in hotels, confectionery shops, cigar stores and billiard parlors.

Once restricted to the humble glass of soda and syrup at a nickel a glass, its products have climbed steadily up into the aristocratic class until its concoctions sometimes fetch as high as thirty-five, and even fifty cents a glass. It is prepared to supply not only the fizzy drinks for which it was



created, but ice cream, headache relievers, tonics and popular remedies by the dose. And its marble counters contain not only glass containers, but candy, chewing gum, cough drops and other small confectionery products, besides sandwiches, pie, crackers, cake, etc., for noontime luncheons.

There seems to be no limit to the articles which the soda fountain is not prepared to serve as long as they require no more than automatic salesmanship.

We need feel no surprise to see the soda fountain of the future dispensing handkerchiefs, collars, hair-nets, etc., as well as soda, and theatre tickets as well as ice cream; for more and more the public is insisting on convenient centres where it may make its small purchases to meet daily needs with a minimum loss of time.

The rise of the soda fountain has been almost simultaneous with the growth of small specialty shops in urban centres. There was a time when it was predicted that the department store would eventually monopolize the field of retail dispensing, and yet its very size and completeness have worked against it. In order to cater to multitudinous demands, the department store has had to pile floor on floor, but the more floors and departments it has, the greater the trouble caused to the transient consumer who perhaps wants to purchase a single small article and then get out again, without losing time consulting floor-walkers and riding in elevators.

The lesson for merchandisers is that in creating elaborate and highly organized machinery for catering to the public, they must not lose sight of the fact that there is a large proportion of the consuming population which wishes its daily needs met in the quickest and simplest fashion, and it will be observed that where existing mechanisms fail to satisfy the public's demands in every respect, it will eventually create its own instrumentalities, as in the case of the soda fountain.

### **The Prescription Is Advertising**

There are a great many people, some of them who have not advertised before, who should start early in the fall—sooner if possible. In one way or another they have been the victims of the wrong kind of publicity and they need the force of paid advertising to overcome it.

A certain big insurance company has asked for a complete examination of its business policy in order to refute some of the implications in a hearing before the Lockwood Committee in New York City. Paid advertising would help brush away the prejudice which a hasty reading might have given to the public. A fire insurance company, concurrently, with changes in certain of its methods which did not win great favor before the bar of public opinion, could do lasting good to itself and improve its standing in the public mind by an explanation of the why and wherefore of the fire companies' policies and what has been done to change them in the last few months.

The public may have a short memory, but it also has in the back of its mind ill-will for certain firms that were openly charged with tremendous profiteering in the days which now seem so long past. All of these companies, either by a direct talk on present prices, or by in some manner taking the public into their confidence, could destroy a prejudice which is hurting their sales. Certain basic industries, in particular the anthracite coal producers, need advertising badly. They need not so much paid space to put over propaganda as they do a definite merchandising campaign which will help take the peaks and valleys out of their industry, and educate the consumer to certain grades of coal upon which there is now a big wastage. There are advertising prospects whose potential accounts would run into millions if they can only be made to see the necessity for immediate action. Selling them is going to be a test of agency salesmanship.

## THE UBIQUITOUS DOLLAR BILL



You can travel a long way without getting out of the zone of the dollar bill.

The Canadian on the north of us and the Mexican on the south have the same monetary unit.

Fish is sold in Newfoundland, copra in Hawaii, tea in China for dollars, and in many smaller nations the dollar is legal tender.

About one-half the population of the world use dollar bills, and of those bills three-fourths are engraved on CRANE'S Bank Note Paper, made at Dalton, Mass., by the same mills that produce CRANE'S Bond.

*100% selected new rag stock*

*120 years' experience*

*Bank notes of 22 countries*

*Paper money of 438,000,000 people*

*Government bonds of 18 nations*

# Crane's

BUSINESS PAPERS

## Pacific Coast Advertising Clubs Hold Convention

THE Pacific Coast Advertising Clubs Association held its eighteenth annual convention at Tacoma, Wash., July 3 to 9. The first two days were given over to entertainment. The first regular meeting, a general session, was held on July 5. The address of welcome was delivered by Mayor C. M. Riddell, and the presentation of a new gavel was made by President John Condon, of the Tacoma Advertising Club.

President Carroll pointed to the constructive side of the association's programme, and the material and ethical advantages it is designed to effect.

Stephen I. Miller, dean of the College of Business Administration of the University of Washington, was the first speaker of the session. He made an address on the part advertising must play in the readjustment of the business of the country.

General sessions were again held on July 6 and 7. Departmental meetings took place on July 5, 6 and 7.

The presidents and secretaries of the various clubs of the coast cities held a meeting to discuss ways of improving local organizations. Each official told what he did in his city, the general opinion being that the public and the stores expect advertising men and women to see that advertisements are truthful. They also expect advertising men to be prominent in local affairs personally and as organizations.

The business sessions of the convention were closed with the election of officers on July 8.

Rollin C. Ayres, advertising director of the Zellerbach Paper Company, of San Francisco, was elected president. In accepting the office, Mr. Ayres declared that it was time to "stop intercity knocking on the Pacific Coast." The cities on the Coast, he said, should work to keep the entire

section harmonious for the good of the Western district.

The vice-presidents elected are: T. M. R. Keane, of Spokane, for eastern Washington, western Montana and Idaho; John Condon, of Tacoma, for western Washington and Alaska; E. N. Strong, of Portland, for Oregon; R. A. Cleveland, of Modesto, for northern California; H. N. Folsom, of San Diego, for southern California.

San Diego was chosen as the 1922 convention city.

## Fort Wayne "Journal-Gazette" Changes

The engraving department of the Fort Wayne, Ind., *Gazette* has become a separate company with J. Ewing Bond, business manager of the *Gazette*, as part owner and manager. The Journal-Gazette Engraving Company is the name of the new organization. Mr. Bond retains his connection with the newspaper, as secretary.

A. J. Gruber, advertising manager of the *Journal-Gazette*, is now business manager. A. Shaefer, for some time business and advertising manager of the Newark, N. J., *Ledger*, takes Mr. Gruber's place as advertising manager.

## Rickard & Company, Inc., Increases Staff

Robert W. Griswold, formerly with Tanblyn & Brown; Charles C. Nappier, formerly with Street & Finney, Inc., and the advertising departments of C. J. Tagliabue Manufacturing Company, and Brill Brothers, and William T. Young, formerly with the advertising departments of the Deere Plow Company and the Brooklyn *Eagle*, have been added to the staff of Rickard & Company, Inc., New York.

## Use Advertising to Promote Building in Los Angeles

A co-operative advertising campaign to promote more building and keep Los Angeles growing has been entered into by the Los Angeles real estate and building interests. A large campaign in Los Angeles newspapers selling the future of the city to those who live there has already been planned.

## Alfred Austin Agency Formed at New York

Alvin Austin Silberman and Lawrence C. Gumbiner, former executives of the L. S. Goldsmith Agency, which has been dissolved, have, together with the Alfred J. Silberstein Agency, of New York, formed the Alfred Austin Advertising Agency at New York.

# ALFRED AUSTIN ADVERTISING AGENCY

—this is the adopted firm style of the new organization formed as a result of the merger of the advertising interests of


ALVIN AUSTIN SILBERMAN  
LAWRENCE C. GUMBINNER  
and other former executives of the  
L. S. GOLDSMITH AGENCY and the

ALFRED J. SILBERSTEIN  
ADVERTISING AGENCY  
formerly located at 18 West 34th St.

The Agency will particularize in Apparel and Textile advertising and offer its clients the very wide experience of its executives in these fields.

In matters of art and production this Agency will have the counsel and collaboration of THE FLATO ORGANIZATION whose offices are at this address.

## ALFRED AUSTIN ADVERTISING AGENCY

244 FIFTH AVE.  TELEPHONE  
NEW YORK CITY MAD. SQ. 7420

**PUBLICATIONS**—Kindly make notation of the above in your records.

# We Have \$523,000,000 to Spend

Our regular earnings this year will exceed that sum, and we haven't decided how to spend the \$523,000,000.00 we now have.

We are like the average buyer and naturally want to spend this money where it'll serve us best. We have no fixed ideas on what to buy, and want information about the things we *can* buy.

You know public opinion is greatly influenced by sources of information which people believe reliable. We readers of Extension Magazine have supreme confidence in the opinions expressed in its columns, and if Extension Magazine carries an advertisement about a reliable product we'll have confidence in it.

## How Much of It Do You Want?

There are about 200,000 of us and we are all regular readers of Extension Magazine, and that is the one place where you will find our common point of interest.

We reported to the magazine, in a questionnaire which they sent out, the amount of our annual earnings, and their records, as audited by competent accountants, show that the average is over \$2,600.00 a year.

Figure it out for yourself and you will see what our buying capacity is.

The magazine itself can show you other evidences of our prosperity, which will convince you of the magnitude of our buying power.

**You Can Reach Us ALL Only in**

## EXTENSION MAGAZINE

*The Publication Loved and Honored in Our Homes*

General Offices, 180 North Wabash Avenue, Chicago, Ill.

Eastern Advertising Representative, LEE & WILLIAMSON  
171 Madison Avenue, New York

## JULY MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES(Exclusive of publishers' own  
advertising)

## Standard Size

	Pages	Lines
Harper's Magazine .....	94	21,204
Review of Reviews.....	91	20,552
World's Work .....	84	18,816
Atlantic Monthly .....	77	17,315
Scribner's .....	60	13,580
Century .....	51	11,479
Success .....	26	5,936
Current Opinion .....	23	5,152
Munsey's .....	22	5,110
Wide World .....	19	4,312
Bookman .....	19	4,266
St. Nicholas .....	16	3,625
Everybody's .....	7	1,742

## Flat Size

	Columns	Lines
American Magazine ....	193	27,624
Red Book .....	190	27,175
Physical Culture .....	162	23,301
Cosmopolitan .....	137	19,621
Sunset .....	109	15,612
Photoplay .....	105	15,073
American Boy .....	69	13,929
True Story .....	84	12,104
Metropolitan .....	67	11,432
Motion Picture Magazine.	74	10,632
Hearst's International ...	53	9,097
Boys' Life .....	52	8,882
Asia .....	63	8,797
Boys' Magazine .....	31	5,420
*McClure's .....	..	....

\*June and July combined

## WOMEN'S MAGAZINES

	Columns	Lines
Ladies' Home Journal....	296	50,468
Vogue (2 issues).....	284	44,947
Good Housekeeping .....	203	29,070
Harper's Bazar .....	172	29,005
Woman's Home Companion	121	20,728
Pictorial Review .....	92	18,598
McCall's .....	67	13,493
Holland's .....	69	13,091
Modern Priscilla .....	74	12,649
Delineator .....	70	12,027
Fashion-Art .....	61	10,292
Designer .....	58	10,015
Woman's World .....	54	9,306
People's Home Journal...	52	8,965
Fashionable Dress .....	50	8,621
People's Popular Monthly	28	5,450

What Do  
You Do—

when you build an advertising appropriation or campaign? Do you carefully study the past experience of others, their successes and mistakes, their changes in media and size of space during years of experience—or do you go ahead depending solely upon your own judgment of what should be done—ignoring the experience and activities of other advertisers in the same line appealing to the same market?

Just as surely it is valuable to study the experience and plan of your opponent in the merchandising field as it is in any other field.

Kuderling Reports make it possible to get this information at a minimum expense of time and money. We can tell you just what plan any advertisers or group of advertisers have been following in the general, class, farm and automotive publications during the past eight years.

By means of monthly supplementary reports you keep posted on all advertising activities in your field right up to date.

One of the largest advertising agencies never starts to solicit an account or build a plan without first obtaining our report on that account and all competing accounts.

The cost is moderate. Send now for complete details and sample report. We cover all products and advertisers in national, class, women's and farm publications.

The Advertising  
Record Company

"Formerly Washington Press"

"Kuderling Advertising Reports"

179 West Washington Street  
CHICAGO

## New Haven, Connecticut

The  
**One Best**  
 The  
**One Largest**  
**Newspaper**  
 in  
**New Haven**  
 is the  
**Register**

Every night the "REGISTER" has a larger circulation than any TWO other New Haven papers COMBINED.

More than NINETY PER CENT of the Register's circulation is within ten miles of New Haven City Hall.

Practically all within the 16-mile limit—less than 400 copies outside.

**Merchandise**  
**Moves Rapidly**  
 When advertised in the  
**NEW HAVEN REGISTER**

*The Julius Mathews Special Agency  
 Boston—New York—Detroit—Chicago*

	Columns	Lines
Needlecraft .....	24	4,134
To-day's Housewife ....	20	4,112
Green Book .....	23	3,354
*Mother's Magazine ....	..	....

\*Issue delayed.

### MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

	Columns	Lines
Motor .....	308	51,744
System .....	199	28,471
Popular Mechanics (pages) ..	126	28,392
Country Life .....	168	28,374
Motor Life .....	172	27,254
House & Garden .....	168	26,502
Vanity Fair .....	153	24,206
Field & Stream .....	166	23,824
Arts & Decoration .....	124	20,832
Outers'-Recreation .....	129	18,589
Science & Invention ...	117	17,236
Popular Science Monthly ..	91	13,903
National Sportsman ....	95	13,677
Outdoor Life .....	92	13,237
House Beautiful .....	81	12,477
Theatre .....	65	10,362
Forest & Stream .....	54	7,813
Garden Magazine .....	53	7,420
Association Men .....	50	7,068
Rotarian .....	46	6,510
Illustrated World .....	27	6,159
Outing .....	39	5,629
Internat'l Studio (June) ..	34	4,849
Extension Magazine .....	26	4,478
*Normal Instructor .....	..	....

\*No July issue \*

### CANADIAN MAGAZINES

	Columns	Lines
MacLean's (2 June)....	241	42,175
West. Home Mo. (June) ..	90	16,323
Everywoman's World ....	89	15,575
Rod & Gun in Canada (pg.) ..	34	7,728
*La Canadienne .....	..	....
†Canadian Home Journal. ..	..	....
†Canadian Magazine (pg.) ..	..	....

\*No July issue.

†Issue delayed.

### JUNE WEEKLIES

	Columns	Lines
June 1-6		
Saturday Evening Post. 240		40,935
Town & Country .....	139	23,477
Literary Digest .....	137	20,962
Forbes .....	60	10,218
Life .....	52	7,493
Outlook .....	43	6,349
Collier's .....	32	5,546
Independent .....	33	4,855
Christian Herald .....	24	4,087

July 14, 1921  
 Lines  
 4 4,134  
 0 4,112  
 3 3,354

July 14, 1921

PRINTERS' INK

143

CARRYING  
 ADVER.

Lines  
 8 51,744  
 9 28,471  
 6 28,392  
 8 28,374  
 2 27,354  
 8 26,502  
 3 24,206  
 5 23,824  
 4 20,832  
 9 18,589  
 7 17,236  
 1 13,903  
 5 13,677  
 2 13,237  
 1 12,477  
 4 10,362  
 3 7,813  
 0 7,420  
 7 7,068  
 6 6,510  
 9 6,159  
 5 5,629  
 6 4,849  
 4 4,478

# Why PHYSICAL CULTURE Pays Advertisers

PEDIC SOCIETY, STATE OF NEW YORK  
 MONROE COUNTY DIVISION  
 ROCHESTER, N. Y.

May 9th, 1921.

To the Editor,  
 PHYSICAL CULTURE MAGAZINE.

Am very much interested  
 in the stand you have taken against  
 vaccination.

I surely believe the  
 majority of people are opposed to  
 this unjust, unconstitutional law.  
 You surely are spending large sums  
 for this advertising, and I for one  
 want to help a little--by subscrib-  
 ing for the magazine. SO I CAN KEEP  
 IT IN MY OFFICE FOR MY PATIENTS TO  
 READ. Enclosed find check for my  
 subscription.

Let me know what else I  
 can do to aid in this cause.

Sincerely yours,

*Dr. Raymond  
 511 Powers Bldg.  
 Rochester, N. Y.*

Loyalty, confidence and cooperative spirit such as are above  
 expressed go far toward proving why PHYSICAL CULTURE  
 pays advertisers.

# PHYSICAL CULTURE

"The Magazine That Makes Good on Keyed Advertising"

113-119 West 40th Street, New York City

O. J. ELDER . . . . . Business Manager

L. ARTHUR YURMAN . . . . . Advertising Manager

Western Representative—CHARLES H. SHATTUCK, 770 Peoples Gas Bldg., Chicago, Ill.  
 New England Representative—METE B. HAYS, Little Building, Boston, Mass.

Lines  
 40,935  
 23,477  
 20,962  
 10,218  
 7,493  
 6,349  
 5,546  
 4,855  
 4,087



	Columns	Lines
Argosy-All-Story (pg.)	18	4,032
New Republic .....	27	3,969
Youth's Companion ...	20	3,478
Scientific American ...	19	3,340
Churchman .....	20	2,917
American Legion .....	19	2,808
Judge .....	16	2,390
Nation .....	14	1,995
Leslie's .....	12	1,837

## June 7-13

	Columns	Lines
Saturday Evening Post.	266	45,339
Town & Country .....	136	22,884
Literary Digest .....	120	18,354
Forbes .....	45	7,729
Outlook .....	50	7,391
Collier's .....	33	5,686
Life .....	33	4,823
Christian Herald .....	22	3,907
American Legion .....	24	3,465
Leslie's .....	20	2,866
Independent .....	17	2,554
Scientific American ...	13	2,240
Nation .....	15	2,222
Argosy-All-Story (pg.)	9	2,142
Churchman .....	13	1,959
New Republic .....	11	1,687
Judge .....	6	860

## June 14-20

	Columns	Lines
Saturday Evening Post.	254	43,244
Town & Country .....	93	15,715
Literary Digest .....	97	14,831
Outlook .....	38	5,690
Collier's .....	27	4,741
Life .....	31	4,482
Christian Herald .....	22	3,818
Independent .....	22	3,261
Scientific American ...	16	2,764
New Republic .....	16	2,425
Argosy-All-Story (pg.)	8	1,834
Leslie's .....	12	1,743
American Legion .....	11	1,708
Churchman .....	11	1,602
Nation .....	10	1,538
Judge .....	6	879

## June 21-27

	Columns	Lines
Saturday Evening Post.	243	41,467
Literary Digest .....	102	15,608
Outlook .....	63	9,390
Scientific American ...	31	5,332
Collier's .....	30	5,113
Nation .....	36	5,085
Christian Herald .....	17	3,045
Independent .....	20	2,947
New Republic .....	18	2,754
American Legion .....	18	2,613
Argosy-All-Story (pg.)	9	2,230

	Columns	Lines
Life .....	13	1,982
Churchman .....	11	1,669
Leslie's .....	10	1,569
Judge .....	5	842

## June 28-30

	Columns	Lines
Outlook .....	56	8,268
Life .....	26	3,775
Nation .....	11	1,653
New Republic .....	10	1,543

## Totals for June

	Columns	Lines
Saturday Evening Post.	1,005	170,985
Literary Digest .....	458	69,755
Town & Country .....	369	62,076
Outlook .....	252	37,088
Life .....	157	22,555
Collier's .....	124	21,086
Forbes .....	105	17,947
Christian Herald .....	87	14,857
Scientific American ...	80	13,676
Independent .....	95	13,617
Nation .....	89	12,493
New Republic .....	84	12,378
American Legion .....	74	10,594
Argosy-All-Story (pg.)	45	10,238
Churchman .....	58	8,147
Leslie's .....	56	8,015
Judge .....	34	4,971
*Youth's Companion ..	20	3,478

\*4 issues omitted.

## RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Columns	Lines
1. Motor .....	308	51,744
2. Ladies' Home Journal	296	50,468
3. Good Housekeeping..	203	29,070
4. Harper's Bazar .....	172	29,005
5. System .....	199	28,471
6. Pop. Mechanics (pg.)	126	28,392
7. Country Life .....	168	28,374
8. American Magazine ..	193	27,624
9. Motor Life .....	172	27,254
10. Red Book .....	190	27,175
11. House & Garden ....	168	26,602
12. Vanity Fair .....	153	24,206
13. Field & Stream .....	166	23,824
14. Physical Culture ...	162	23,301
15. Harper's Mag. (pg.)	94	21,204
16. Arts & Decoration...	124	20,832
17. Woman's Home Comp.	121	20,728
18. Rev. of Reviews (pg.)	91	20,552
19. Cosmopolitan .....	137	19,621
20. World's Work (pg.)	84	18,816
21. Pictorial Review ....	92	18,598
22. Outers'-Recreation ...	129	18,589
23. Atlantic Monthly (pg.)	77	17,115
24. Science & Invention..	117	17,236
25. Western Home Mo...	90	16,323

Lines  
1,982  
1,569  
1,569  
342

Lines  
8,268  
3,775  
1,653  
1,543

Lines  
170,985  
69,755  
62,076  
37,088  
22,555  
21,086  
17,947  
14,857  
13,676  
13,617  
12,493  
12,378  
10,594  
10,238  
8,147  
8,015  
4,971  
3,478

ERTIS-  
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Lines  
51,744  
50,468  
29,070  
29,005  
28,471  
28,392  
28,374  
27,624  
27,254  
27,175  
26,602  
24,206  
23,824  
23,301  
21,204  
20,832  
20,728  
20,552  
19,621  
18,816  
18,598  
18,589  
17,115  
17,236  
16,323

*From PRINTERS' INK, page 25,  
July 7, 1921, issue:*

**"The Milline System....  
Affords a Basis Comparison."**

**"The average Milline rate for  
monthly magazines in the  
United States today (98 lead-  
ers) is \$12.58."**

**The Milline rate for Photo-  
play is \$5.34.**

*(Taken from Standard Rate &  
Data Service—July 1921 issue)*

**It is the desire of the pub-  
lishers of Photoplay to give  
to advertisers a value based  
on editorial appeal, sound  
circulation methods and  
EQUITABLE RATES.**

## PHOTOPLAY MAGAZINE

**JAMES R. QUIRK, Publisher**  
**C. W. FULLER, Advertising Manager**

*Western Office*  
**350 North Clark Street**  
**CHICAGO**

*Eastern Office*  
**25 West 45th Street**  
**NEW YORK CITY**

# PRINTERS' INK'S FOUR-YEAR RECORD OF JULY ADVERTISING

## GENERAL MAGAZINES

	1921	1920	1919	1918	Totals
American .....	27,624	53,385	39,949	24,156	145,114
Cosmopolitan .....	19,621	35,649	31,217	24,671	111,158
Red Book .....	27,175	36,561	28,976	16,313	109,025
Review of Reviews .....	20,552	26,208	26,432	15,824	89,016
Harper's Magazine .....	21,204	22,992	23,128	19,199	86,523
World's Work .....	18,816	26,208	23,744	16,451	85,219
Physical Culture .....	23,301	21,002	19,431	10,522	74,256
Sunset .....	15,612	24,790	16,532	12,705	69,639
Scribner's .....	13,580	19,214	19,946	11,673	64,413
Atlantic Monthly .....	17,315	18,655	18,465	9,976	64,411
American Boy .....	13,929	19,888	16,064	11,551	61,432
Photoplay .....	15,073	19,160	16,134	9,625	59,992
McClure's .....	**	21,983	22,030	11,255	\$55,268
Motion Picture Magazine .....	10,632	17,782	14,335	11,081	53,835
Hearst's International .....	9,097	17,685	14,534	11,134	52,450
Century .....	11,479	12,460	16,824	8,754	49,517
Metropolitan .....	x11,432	†	19,926	15,232	\$46,590
Boys' Life .....	8,882	13,410	10,745	7,033	40,070
Everybody's .....	*1,742	10,950	12,087	9,472	34,251
St. Nicholas .....	3,625	7,312	7,840	6,367	25,144
Munsey's .....	5,110	6,720	7,266	5,999	25,095
Boys' Magazine .....	5,420	6,143	6,546	5,351	23,460
Current Opinion .....	*5,152	*2,464	2,912	3,064	13,592
	306,373	440,621	415,063	277,413	1,439,470

\*New size. \*\*June and July combined. xJuly and Aug. combined. †Issue omitted. ‡Three year total.

## WOMEN'S MAGAZINES

Vogue (2 issues) .....	44,947	81,215	64,068	48,019	238,249
Ladies' Home Journal .....	*50,468	81,293	48,078	36,245	216,084
Pictorial Review .....	18,598	56,320	36,042	18,254	129,214
Harper's Bazar .....	29,005	40,679	32,088	24,595	126,367
Woman's Home Companion .....	20,728	38,100	40,400	20,704	119,932
Good Housekeeping .....	29,070	x	34,838	23,921	\$87,829
McCall's .....	*13,493	*21,078	*17,800	15,674	68,045
Delineator .....	*12,027	x	30,619	19,536	\$62,182
**Designer & Woman's Mag. ....	*10,015	x	27,240	15,558	\$52,813
Modern Priscilla .....	12,649	13,290	12,432	7,606	45,977
People's Home Journal .....	*8,965	18,600	9,319	6,483	43,367
**Mother's Mag. & Home Life .....	†	10,370	7,943	7,060	\$25,373
People's Popular Monthly .....	5,450	6,843	6,871	4,959	24,123
Woman's World .....	††9,306	x	7,528	4,397	\$21,231
Needcraft .....	*4,114	6,426	5,322	3,414	19,296
	268,833	374,214	380,588	256,425	1,280,082

\*New size. \*\*Two magazines now combined. †Issue delayed. xIssue omitted. ‡Three-year total. ††July and August combined.

## CLASS MAGAZINES

System .....	28,471	50,960	43,038	31,693	154,162
Popular Mechanics .....	28,392	37,632	33,376	22,395	121,795
Vanity Fair .....	24,206	40,910	30,430	18,945	114,491
Country Life .....	28,374	39,984	25,536	18,905	112,799
Field & Stream .....	23,824	24,695	21,691	13,910	84,120
House & Garden .....	26,602	28,078	12,806	10,428	77,914
Popular Science Monthly .....	*13,903	*25,736	*20,002	14,148	73,789
Outers'-Recreation .....	18,589	16,522	12,133	9,263	56,507
National Sportsman .....	*13,677	*13,585	*13,106	8,806	49,174
Theatre .....	*10,362	15,792	12,313	9,371	47,838
House Beautiful .....	12,477	14,198	7,348	5,218	39,241
Outing .....	5,629	11,238	11,064	10,490	38,421
	234,506	319,330	242,843	173,572	970,251

\*New size.

## WEEKLIES (4 JUNE ISSUES)

Saturday Evening Post .....	170,985	311,820	271,208	*200,359	954,372
Literary Digest .....	69,755	163,073	144,468	*96,568	473,864
Town & Country .....	†62,076	†90,711	†65,380	†49,074	267,241
Collier's .....	†21,086	†88,404	†69,312	*60,579	239,381
Outlook .....	*37,088	*41,220	31,529	20,646	130,483
Leslie's .....	†8,015	31,943	43,628	*38,756	122,342
Scientific American .....	†13,676	†31,922	†32,858	*32,574	111,030
Life .....	*22,555	30,745	27,710	17,768	98,778
Christian Herald .....	14,857	29,220	23,140	12,779	79,996
	420,093	819,058	709,233	529,103	2,477,487

†3 issues \*5 issues. ‡New size.

GRAND TOTALS ..... 1,229,827 1,953,223 1,747,727 1,236,513 6,167,250

F

Totals  
145,114  
111,158  
109,025  
89,016  
86,521  
85,219  
74,256  
69,639  
64,413  
64,411  
61,432  
59,992  
\$55,268  
53,835  
52,450  
49,517  
\$46,590  
40,070  
34,251  
25,144  
25,095  
23,460  
13,592  
\$439,470  
†Issue

238,249  
216,084  
129,214  
126,367  
119,932  
\$87,829  
68,045  
\$62,182  
\$52,813  
45,977  
43,367  
\$25,373  
24,123  
\$21,231  
19,296  
280,082  
omitted.

154,162  
121,795  
114,491  
112,799  
84,120  
77,914  
73,789  
56,507  
49,174  
47,838  
39,241  
38,421  
970,251

954,372  
473,864  
267,241  
239,381  
130,483  
127,342  
111,030  
98,778  
70,996  
477,487

167,250

# Never Touched Us!

Buyers' strike?—No doubt there *was* one; but it has never affected the Nast Group's circulation. Not once have the buyers of Vogue, Vanity Fair or House & Garden shown the slightest sign of striking. On the contrary—

**The Nast Group has shown, for the past 6 months, the greatest average net paid circulation in its history.**

VOGUE .....	149,832
VANITY FAIR .....	99,407
HOUSE & GARDEN .....	82,270

**Over 330,000 circulation—\$2,600 per page—\$7.88 per page per thousand. The lowest rate in our field!**

**The best buy—and a rising market composed of wealthy, well-to-do men and women who have proved to our advertisers that they use the Nast Group as their logical "shopping centre."**

## The Nast Group

VOGUE - VANITY FAIR - HOUSE & GARDEN	
19 West 44th Street	New York
Wrigley Building	Chicago

# The Little Schoolmaster's Classroom

THE recent reply in this journal to an inquirer who wanted suggestions as to what books to read in order to round off his style gave a list of books worth any man's study. No advertising man could fail to derive benefit from them in strengthening his vocabulary and increasing his stock of knowledge. Every person has his pet books and the Schoolmaster has some favorites, which for style in particular would be worth adding to the list. The classics are always to be respected, but the moderns should not be overlooked, either.

For instance, there is Oscar Wilde, about whom there are some mistaken ideas. There was a time when he was regarded as a mere literary dilettante, but we now know that he was an unusually careful workman and labored over his sentences until he had got the right word in the right place. He wrote some of the most wonderful prose in the English language. If anyone would realize the power of words in communicating ideas, let him read "De Profundis."

And then there is James G. Huneker, recently dead. He had an immense and gorgeous vocabulary which he used with a zest that makes his pages coruscate.

George Bernard Shaw is worth studying for his clarity, pungency and force, and Mark Twain, once regarded as a mere funny man, is now recognized as a wielder of a mean pen. These men will teach a copy writer that it is not necessary to be solemn in order to use language effectively.

A New England dealer in electric washing machines made a window display which impressed the Schoolmaster as being decidedly novel and as having more than the usual attraction value.

This dealer arranged with the local bank to borrow a big supply of dirty paper money—one and

two dollar bills. An Eden Washing Machine was placed in the window filled with soap and water, and opposite it an ironing board and an electric iron.

The dirty money was stacked on one side and the operator of the machine washed a few bills a time in the machine, fishing them out with a stick, putting them through the ringer and passing them over to be ironed.

The clean, crisp bills were then laid out for inspection.

A sign in the window read "The Eden will save *your* money too." And another sign read "The Eden washes the most delicate things and does it safely."

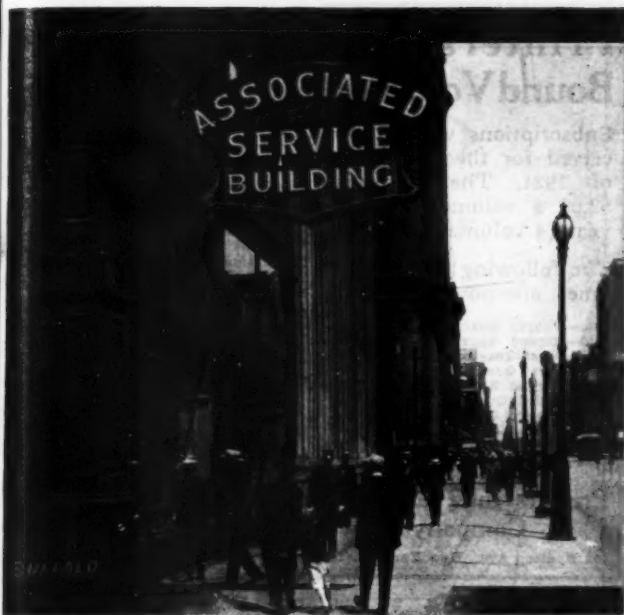
Says the "Eden Bulletin," in describing this display: "Money always gets attention in a window and this scheme, with the money being handled and changed from dirty crumpled bills to clean crisp ones, draws a crowd and often calls for unsolicited press notices."

Money always does get attention in a window, the Schoolmaster has noticed, and the idea of washing it with soap and water in the washing machine forms a graphic demonstration of the fact that the machine "washes the most delicate things and does it safely."

\* \* \*

Real estate advertising is one of those things that tend to run in ruts. It often ignores the fact that when you sell a man a home, you sell him one of the most intimate things in the world. It is the place where he has to spend at least one-third of his time, where his wife has to spend two-thirds of more of her time, and where his children are to be born and brought up. All over the world people are looking for homes that they and their families can be proud of.

A member of the Class sent to the Schoolmaster a real estate advertisement that he calls "the best thing of the kind I have ever seen." It offers houses that a



## Some of the Things You Get With a Flexlume Sign

**W**HEN you buy a Flexlume Oplex Electric Sign you are not simply buying so much glass and metal. You are buying years of experience in sign making and electrical advertising. You are buying the work of the best sign designers in America. You are buying 24-hour-a-day advertising at minimum cost — raised snow-white glass letters which stand out in the daytime almost as strongly as at night when the lights are on, greater reading distance, lower upkeep cost, better illumination, more artistic designs, and the fact that any trademark can be perfectly reproduced in raised Oplex glass.

*Let us send you a sketch showing a Flexlume Oplex sign for your particular needs.*

**FLEXLUME SIGN CO., 32 Kail St. Buffalo**

Chicago, New York, Boston, Philadelphia,  
Cleveland, Los Angeles, Toronto

## Printers' Ink Bound Volumes

Subscriptions will be received for the entire set of 1921. The price is \$2.00 a volume; \$8.00 a year (4 volumes).

The following bound volumes are now in stock:

1920—Fourth Quarter.....	Vol. 113
1919—Second Quarter.....	Vol. 107
1918—First Quarter.....	Vol. 102
1917—First Quarter.....	Vol. 98
1917—Second Quarter.....	Vol. 99
1917—Third Quarter.....	Vol. 100
1917—Fourth Quarter.....	Vol. 101
1916—Third Quarter.....	Vol. 96
1916—Fourth Quarter.....	Vol. 97
1915—Third Quarter.....	Vol. 94

### Printers' Ink Publishing Company

185 Madison Ave., New York, N. Y.

## Direct-Mail Advertising

### POSTAGE

POSTAGE is a practical business magazine devoted exclusively to DIRECT-MAIL-ADVERTISING AND SELLING. Tells how to reduce Selling Costs by using DIRECT-MAIL either alone or with Salesmen. Unfolding Letters, Circulars, Booklets, House Magazines, and Catalogs actually used in the selling campaigns of the largest U. S. firms. Sample copy 50c—one year (12 copies) \$2.00.

POSTAGE, 18 East 18th Street, New York.



Cuts for Advertising House Organs Direct Mail Printed Matter

**"AD-AID ART CUTS"**

2425 Times Square, New York

## Better Printing for Less Money

Best Printing—Best Service	Illustrations or Catalogs at Low Prices
1000 Printed Book Letterheads..... \$5.00	1000 Circulars 6 1/2 x 9 in..... \$4.00
1000 Printed Booklets 10x14..... 4.00	1000 Circulars 5 x 7 1/2 in..... 3.00
1000 Printed Booklets 6 1/2 x 9 in..... 3.00	1000 Circulars 1 1/2 x 3 1/2 in..... 2.00
1000 Printed Booklets 5 1/2 x 8 in..... 2.00	1000 8-Page Booklets 10x14..... 25.00
1000 Printed Booklets 4 1/2 x 7 in..... 1.50	1000 8-Page Booklets 6 1/2 x 9 in..... 20.00
1000 Printed Post Cards 10x14..... 6.00	1000 8-Page Booklets 5 1/2 x 8 in..... 15.00
1000 Printed Shipping Labels 2x4..... 1.00	1000 8-Page Booklets 4 1/2 x 7 in..... 10.00

SAMPLES FREE  
E. L. FANTUS CO. 525 N. Dearborn St. CHICAGO

to be homes. It is by Shannon & Luchs, builders and owners, of Washington, D. C. Over an illustration and brief description of a certain type of house appears the following human and well-written copy:

### PROUD GRANDCHILDREN

For the past ten years a lot of folks have been devoting themselves to getting rid of the architectural effect of the ten years following the civil war. The curls and furbelows of that period are now pretty well back on the shelf, alongside the iron bulldogs and the whatnots and the crayon featuring uncle's mustache.

BUT—you will note that the fine old Colonial homes of New England have improved in the public taste with each passing day. The reason is plain—they are built on lines of eternal beauty—lines of carefully thought-out simplicity that persistently invite the eye and the intellect.

In building the houses on Ingraham Street at 14th we aimed at a house that would not only sell, but stay sold—a design that the FAMILY would never want changed. Our architect planned and we erected twelve houses—all replicas of the best of the Colonials. The result has occasioned more favorable comment than any building operation ever offered to the Washington public.

There is a house that you, your children and your grandchildren can be proud of when it is pointed out as the home of your family!

\* \* \*

One manufacturer selling an article bought mostly by women decided a short time ago to write to the wives of the dealers and the salesmen at their home addresses about the product. To the salesman's wives he talked something like this: "Your husband will soon be on the road selling a new washing machine which is now being made by us for the first time. I am taking this liberty of writing to you because I feel that only a woman with keen judgment can truly appreciate the advantages of this new product. After you read the enclosed de-



**MAILING LISTS**

SAMPSON & MURDOCK CO. 246 SUMMER ST. BOSTON, MASS.

# WANTED

## *Art Director*

One of the largest and strongest advertising organizations has an opening for an Art Director of the highest type. He must be essentially an idealist; must know advertising art in all its phases and be especially familiar with color. He must be a progressive, intelligent director of artists; familiar with the work of the leading artists and knowing how to buy art work efficiently.

To such a man we offer an opportunity to develop a position at the very top of his profession.

Write us fully, giving age, experience and enough information to enable us to identify your position in the art profession. State present salary. All replies will be considered confidential and all samples of work submitted will be returned if requested.

Box 800, care of Printers' Ink,  
833 Peoples Gas Bldg.,  
Chicago, Ill.



ASHLAND 7652

**BOURGES SERVICE  
PHOTO ENGRAVERS  
NEW YORK CITY**OFFICE - FLATIRON BLDG-175 FIFTH AVE  
PLANT - PARTOLA BLDG-100 WEST 21ST**For Sale  
Interest in Magazine**

Will sell half, or smaller, interest in Magazine 5 years old, well grounded, going, growing, to man with experience and capacity to help make the business still bigger. Right price, few thousand dollars down, terms. Address Owner, Box 66, care Printers' Ink, 185 Madison Ave.

**art director**

Personally I have had thorough academic training in drawing and painting, followed by a two-year course in decorative design.

Professionally I have originated and executed mural decorations of importance, and am at present in the Art Department of a nationally known New York advertising agency.

While competent myself to produce commercial illustrations, I have also handled outside artists with success. I know where to get the most appropriate work for specific accounts and how to direct and control its execution.

I am looking for an agency connection where executive and artistic ability can be applied. Age 28; Single; Christian. Box 62, Printers' Ink.

**WARDELL SERVICE**  
*Illustrators of Buildings*



154 NASSAU ST  
NEW YORK  
TELEPHONE  
BLECKMAN  
4656

scriptive booklet, I would like to ask you, if you feel like doing it, to tell your husband how you think the woman will like the product, what kind of objections she will make to it and what will particularly impress her about it."

The letter accomplished more than was expected of it. Wives not only talked with their husbands about the product mentioned in the letter, but they talked about other features of their husband's work. The men related some of the problems they were up against and found that the woman's viewpoint would be of great help in overcoming many of them.

In any line, a sample sent to the salesmen's wives with a pleasant note is almost sure to cause conversation at home that will result in better selling, better co-operation on the part of the individual salesman with his retail customers, a better knowledge of the habits of consumers. While a regular follow-up campaign on the salesmen's wives would be out of order at the present time, surely a note from the boss, with a little talk about the merchandise and a husband's coming trip would not be amiss when encouragement of every sort is needed from every conceivable angle.

C. W. Cousens, formerly secretary of the "Save the Surface Campaign," is now sales manager of the Philadelphia Varnish & Drug Company, Philadelphia, Pa.

**ENERGETIC SALES  
MANAGER AND AD-  
VERTISING EXECU-  
TIVE AVAILABLE**

FIFTEEN YEARS OF HIGHLY SUCCESSFUL EXPERIENCE PLANNING, CREATING, STIMULATING. ASSOCIATED WITH BIG THINGS AND KNOW HOW TO HANDLE THEM. WILLING TO MAKE EARNINGS DEPEND LARGELY ON RESULTS. ADDRESS "T. E.," BOX 60, CARE OF PRINTERS' INK.

## WANTED

### Three Printing and Lithographic Salesmen

One of the best known printing establishments in Chicago, with a large battery of Offset and Miehle Presses, requires the services of three experienced men to sell printing:

One to cover Iowa, Wisconsin and Minnesota.

One to cover Ohio, Indiana, Michigan, Pennsylvania, and Western New York.

One to cover Kansas, Nebraska, Oklahoma, and Colorado.

Applications will be considered only from men who are familiar with these territories, and who have sold printing or an allied line in them. An exceptional proposition will be offered to the right men. All replies will be held in the strictest confidence.

Address "G. K.," Box 67, care of Printers' Ink

833 Peoples Gas Building

Chicago, Ill.

## UNDERWEAR HOSIERY

*The Underwear & Hosiery Review*

321 BROADWAY

NEW YORK

"Miles-tones are better than Halftones"

## CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO

LIMITED

MONTREAL

## Going Abroad

Trained investigator and reporter, established business writer, will get data, make surveys on any subject in any of chief European countries. Full reports. Confidential service. References. Address "B. H." Box 65, P. I.

## ASK The Search - Light

Anything You Want To Know  
—FOUNDED IN 1895—  
Facts in Business-Building. Get Our Booklet.  
For business expansion—reliable information. For exclusive publicity—expert presentation. Our staff of practical business researchers, economists, statisticians, historians can serve you either way. Information library comprising millions of classified reports, records, articles, clippings, pictures—all subjects. Methods tested by 25 years' experience. Industrial Historian.

EGBERT GILLISS HANDY  
Founder-President and Executive Chairman.  
Francis Trevelyan Miller, L. L. D., Litt. D.  
430 Fourth Avenue, New York. Editor-in-Chief



**CAPITAL TRADE MARK  
and COPYRIGHT BUREAU**  
REPRESENTATION ALL OVER THE WORLD  
WASHINGTON, D.C. - WARDEN BLDG.  
CHICAGO, ILL. - MORGAN BLDG.  
MILWAUKEE, WIS. - 472 E. WATER ST.  
PROTECTS your trade marks and labels by  
registration and copyright in the U. S. or  
abroad. FEEBLY FAVORABLE. A  
highly trained corps of specialists.  
Send for Bulletin

## Market News

A Monthly Trade Paper

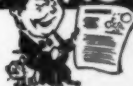
FEATURING 5¢ to \$500 MERCHANDISE

What have you to market that can be retailed  
from 5c to \$5.00?

Glad to work with you on merchandising and  
advertising possibilities. We reach only well-  
rated merchants.

458 BROADWAY, NEW YORK CITY

## NOVEL-CUTS



Send for proof  
charts now. FREE!

High-class art work at low  
cost. Wide variety of cuts.

"Peppy" comes and illustrations  
with ideas. Will live up

house magazines, direct-mail and all advertising.

NOVEL "ADS" STUDIO.

600 Omaha Nat. Bank Bldg., Omaha, U. S. A.

## MEXICO

Rates and circulation of publications,  
mailing lists of importers, jobbers and  
retailers. Full agency service.

## MID-CONTINENT

Advertising Agency Dallas, Texas

## Federation of British Industries Advertises in Holland

The Federation of British Industries, a post-war organization of British manufacturers seeking to promote Britain's foreign trade, and which has been hitherto described in detail in PRINTERS' INK, entered upon its first advertising experience last month.

In its efforts to develop British foreign trade this organization has directed its efforts to Holland, one of the wealthiest overseas markets. It is probably a following-up of that effort that caused it to insert a composite advertisement in a Dutch newspaper. This advertisement set forth the merits of about thirty different British products.

## New Publication on Selling in Chicago

*How to Sell and What*, described as "a magazine of direct selling and more of it," will be the name of a new publication, which is to be issued by the Kable-Spalding Company, Chicago. The first issue will appear in September. The publication will be issued monthly.

## William L. Chapman with Crain

William L. Chapman, formerly advertising manager of Becton, Dickinson & Co., Rutherford, N. J., has been appointed Eastern representative of the Crain Publishing Co., Chicago, with headquarters in New York. Mr. Chapman succeeds James Krieger.

William Hunter, who for several years has been second vice-president and director of sales of The L. H. Starkey Co., printers, New York, has become an associate in the corporation.

## SLIDE-VERTIZE

There are 8,000 movie theatres throughout the country showing advertising slides.

How many are working for you?

More facts! Our FREE booklet "In The Public Eye" gives them. Send for it today.

STANDARD SLIDE CORP.  
209 W. 48th St., New York

## "GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

## Ridgway Elevator Manufacturer's Optimism

In Coatesville, Pa., there is an elevator manufacturing company that starts its advertisements with the statement, "It pays to advertise," and ends them with the command, "Hook 'er to the biler." This sort of advertising, which the company itself calls its "weekly hot air," has helped to keep the company's plant going full blast. The elevator company, Craig Ridgway & Son Co., says so in these words:

"Here it is the First of June in the 'darndest year this country ever seen,' as old Dave Trotter says, and while all around us industry has been limping and halting and lying down flat.

"Them there Ridgways with their hy-frolic elevators have been a-runnin' right along."

"Old Dave says, 'Never saw a time before in all my life couldn't git a job at some blame thing somewhere at some price—but, gosh hang it! now there hain't nothin' 'cept down there at Ridgway's—and they're full.'"

"You see the Country is Big. This paper and the other trade papers we're in go everywhere."

"And there is always some fellow somewhere who has to have an elevator."

"And our weekly 'hot air' has convinced him that Ridgway makes the best one there is."

"But this is only part of it. We have convinced him also that the old U. S. A. is just the best Country on Earth, and Good Times can't keep away when barns are bursting and the fields are laughing with the fattest of harvests in this 'darndest year this country ever seen.'"

"And so all together once more, Hurrah! and hook 'er to the biler."

## Berry and Gardner Leave Packard Motor Co.

George R. Berry, general sales manager of the Packard Motor Co., has resigned to go into business with Earl Anthony, Packard distributor in California. Mr. Berry has served in various capacities with the Packard company for the past fourteen years.

## 1 1 4 Display advertisers used the EVENING HERALD

exclusively in the afternoon field during the month of June.

The Evening Herald covers  
**LOS ANGELES**  
completely, having

# 143,067

circulation, more than both its afternoon rivals combined.

Representatives:

New York: Chicago:  
H. W. Moloney, G. Logan Payne Co.  
604 Times Bldg. 432 Marquette Bldg.

## VREDENBURGH-KENNEDY CO. INC.

### ADVERTISING

171 Madison Ave. New York

Advertising in All Media

Personal Attention

Small Accounts Developed

Merchandising Cooperation

Prompt Efficient Service

Consult Us No Obligation

## BUILDING MATERIALS

A MAGAZINE FOR THE DEALER

AT

NEW TELEGRAPH  
BUILDING  
DEPT. 100

10,000  
RETAIL DEALERS  
BUILDING MATERIALS

A MAGAZINE OF PUSH, PEPPER & PURPOSE

## KNITTED OUTERWEAR



# Sweater News

and  
Knitted Outerwear

321 BROADWAY

NEW YORK

## Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

### HELP WANTED

**Young Man** experienced in handling club raisers and renewals, and a mail order enthusiast, wanted by farm paper of large circulation. Small salary and hard work, with good future. Box 903, P. I.

### World's Fastest Selling Auto Accessory!

County distributors wanted: write today. G. L. W. Spring Oiler Co., San Diego, Cal.

### MAGAZINE

Stenographer who wants to do some editorial work. Salary moderate. Address Box 923, Printers' Ink.

**Experienced Advertising and Sales Promotion Man** to market nationally advertised building specialties through Architects, Contractors and Building Supply Dealers. Address: S. W. Flesheim, Box 912, Printers' Ink.

**Managing Editor**, capable taking full charge new trade journal located in Cleveland, must have good business experience, trained in all departments of publishing. Small salary and big portion earnings. Address L. A. Nixon, 330 W. 39th St., New York.

**The Advertising Service Department** of a medium-sized printery in Minneapolis wants a young man who can intelligently talk the advantages of better direct-mail advertising to prospects and who also can make attractive layouts and write good copy. Department is now fully organized and this a real opportunity for a young advertising man who wants to get into agency work. Address Box 905, Printers' Ink.

**A St. Louis Manufacturer** of commercial refrigerators would like to hear from a sales correspondent to act as assistant to sales manager. A young man with some sales experience in the refrigerating field and who has the facilities to write forceful letters will find this an unusual opportunity to connect himself with one of the oldest, but most progressive, institutions in the Middle West. Refer reply with full details, photograph, etc., to Box 902, care of Printers' Ink.

**Copy Writer** with knowledge of general advertising, who is especially good on reason-why copy; one whose artistic temperament does not interfere with his ability to do just plain work when necessary. This is not a job for an advertising manager, neither is it a job for a beginner, but it represents a real opportunity for a young man with energy, originality and common sense. Give full details, including salary desired, in first letter. Address Advertising Manager, The C. & P. Telephone Company, Washington, D. C.

### PRINTING SALESMAN

One that knows the trade, in every city except Philadelphia, to sell **HOMEWOOD PRESS Improved Relief Printing**. Very liberal commission paid. Apply in writing, giving details of experience, to

#### HOMEWOOD PRESS

77 Washington Place, New York City

**An Eastern Morning Newspaper** wants an advertising salesman on its regular staff to sell special pages, advertising "stunts" of various kinds; to anticipate special and timely events and to sell special advertising in connection therewith. The position requires an experienced hustler. Address Box 909, P. I.

**Wanted**—A man only, manager for a Mail Order Department, with department store experience only. None other need apply.

Splendid position for experienced hustler for one of the largest and most aggressive department stores in the South. Correspondence confidential. Address, with reference, Lucian York, care of Kirby, Block & Fischer, 352 Fourth Ave., New York City.

### Here's the Job— Where's the Artist?

If you are a first-class letterer "chock-full" of originality and modern ideas, there is a good job for you in the art department of a large corporation. Ideal conditions, good salary, unlimited opportunity. Send specimen. Write immediately. Quick action counts. Box 910, care Printers' Ink.

### Wanted Copy Writer

by agency specializing in women's ready-to-wear field. Layout ability will be appreciated. Call between 9.30 and 11 A. M. Richard Flechheimer, 33 West 34th Street, New York City.

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## MISCELLANEOUS

## WRITE—

advertising copy that is unique, persuasive, and that SELLS. Technical work a specialty.

A. J. Room 68, 1 Hudson St., N. Y.

## "ROUGH" ARTIST

Sketches, layouts, dummies for submitting; reasonable prices; New York (big) agency man. Box 915, Printers' Ink.

## WANTS PIECE WORK

## Printing Plants and Businesses

Bought and Sold  
Printers' Outfitters  
CONNER, FENDLER & CO.  
New York City

House-organs, folders, booklets, etc. Well-equipped concern doing work for New York firms for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

## 8 Columbia Dictaphones

complete in every particular, used only two months, will be sold at less than pre-war prices. Machines in New York City. Box 908, Printers' Ink.

## POSITIONS WANTED

**Agricultural Writer.** Now a managing editor. Salary required, \$60. Permanent. Only old, reliable concern considered. Address Box 904, care of Printers' Ink.

**Advertising Assistant**—Young man, 21, formerly assistant advertising manager large firm. Not seasoned advertising man, but desirous of becoming one. Knowledge of copy writing, sketching. Box 924, P. I.

## Advertising—Sales Executive

Experienced manager, writer, salesman, analyst, investigator. Familiar with general copy, direct-mail matter, layouts, cuts, printing, house-organ editing, sales promotion and intensive campaigns. Now with big corporation. Exceptional references. Address Box 911, Printers' Ink.

**Advertising Assistant**—Young college woman, two years' newspaper experience, now in sales promotion work, wants bigger advertising opportunity, in agency or with firm doing large amount of advertising. Can work out constructive ideas on own initiative, or carry out, in detail, ideas of executive. Address Box 906, Printers' Ink.

## Special Eastern Representative

Can offer exceptional personal service to any newspaper publisher desirous of making a change in eastern advertising representation. Office in New York established over seven years. Excellent relations with agencies and national advertisers. Best of references. Address REPRESENTATIVE, Box 919, Printers' Ink.

**RESEARCH MAN**, trained in economics and with wide experience in organizing and conducting business and social investigations in the East, Middle West and West Coast, is available for full or part time proposition. Box 916, P. I.

**COPY WRITER** open for engagement at once. Page-Davis School graduate.

Prefer position in some city west of Chicago.

Address Box 901, care of Printers' Ink.

**Young Woman**, thoroughly experienced editorial work, now holding responsible position class magazine, available as editorial assistant. College graduate. Good correspondent, operates typewriter. Box 922, Printers' Ink.

## Technical

## Advertising Manager

Graduate engineer. 10 years' technical advertising and editing experience. Author of advertising and selling course. Available in August for position with manufacturer, publisher or agency. Box 913, P. I.

**A publisher's representative** of unusual experience and acquaintance wishes to represent high-grade trade or class publication, with large possibilities in Eastern or Western Field. Prefer straight commission. No salary or drawing account required. Highest references. Address "F. K.," Box 920, Printers' Ink.

**Mechanical Production Manager** desires New York agency or manufacturer connection. 10 years' experience with top-notch agencies. Understand thoroughly every step in connection with mechanical production. A keen buyer, has a knack of getting material out "on time" available now. Box 918, Printers' Ink.

**To Advertising Managers in New York City:** Here's a man that will make a good assistant, age 28, with 10 years of intensive advertising training, thoroughly versed in department detail and management, loyal, possess executive ability, moderate salary. Let me tell you more about my experience in a letter or interview. Box 917, Printers' Ink.

**Advertising Executive** available at once; college man, age 25, married; thorough knowledge copy, planning and mechanical from special study plus "hard knocks" training with newspaper staff and recognized agency; best references; will go anywhere for reasonable starting salary plus opportunity. Write D. Jackson, 422 Windom St., Peoria, Ill.

**Young Woman**, executive ability, good correspondent, 3 years' export house, at present with printing concern, wishes to connect with advertising concern of high standing. Her lack of advertising experience might be an asset to man who wants assistant with initiative, one who can follow instructions cheerfully and intelligently and who is at her best when assuming responsibility. *Willing to work one week without salary to prove worth, but position must offer splendid future.* Box 914, Printers' Ink.

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## By Request

It would surprise many an advertiser to learn of the number of manufacturers who are using

### OUTDOOR ADVERTISING\*

because their dealers have asked for it.

Dealers visualize the effect of an Outdoor campaign on the customers who enter their doors and they have confidence in the lasting qualities of such a campaign.

**Thos. Cusack Co.**

Outdoor Advertising—Nation-Wide

CHICAGO

Harrison and Loomis Sts.

NEW YORK

Broadway at 25th St.

*\*Poster Advertising*

*Painted Display Advertising*

*Electric Spectacular Advertising*

Outdoor Advertising builds sound, enduring business



# *The* **TRIBUNE** **IS FIRST** **IN CHICAGO**

## June Circulation

	CITY AND SUBURBAN	COUNTRY	TOTAL
Sunday Tribune	460,835	335,447	796,300
Leading Evening Paper.....	369,772	22,576	392,348
Tribune Lead..	91,063	312,871	403,952

The leading evening paper claims that with 369,772 circulation (in 7 overlapping editions) it reaches 7 out of 9 of the English reading people of Chicago and suburbs.

If this is true, The Sunday Tribune with its 91,000 ADDITIONAL circulation (only one Sunday Tribune to any home, and practically every one of the 460,835 copies right into the home) must reach *more* than *all* of the English readers of this metropolis.

**The Chicago Tribune**  
**THE WORLD'S GREATEST NEWSPAPER**

*Largest Morning Daily Circulation in America*